

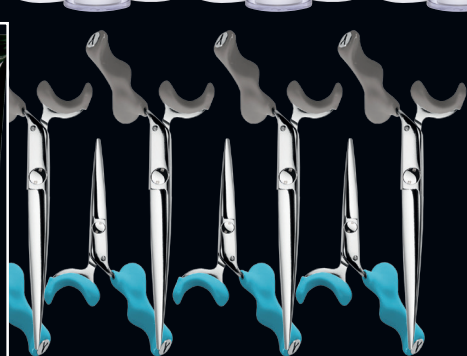
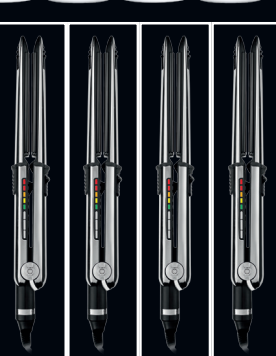


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An editorial and digital service supporting hair & beauty product manufacturers in enterprises into new international markets.



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GLOBAL CRISIS, ISOLATION AND OUR DIGITAL FUTURE

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exclusive publication rights in the hairdressing
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must not therefore be offered for publication
to other magazines in the hairdressing trade
or industry.

Updated version March 2020

Savvy business people are fast learning the potential of communication online; with so many trade fairs being cancelled, they are embracing it as a smart alternative for the future.

In these days of isolation, we are seeing many people adopting what's known as **smart working** (aka teleworking, or remote working). Whatever you wish to call it, in the present circumstances it simply means staying at home and thus helping in the fight against the Pandemic.

Teachers and pupils are experiencing online tutoring and quickly learning to enjoy it, while **business people** understand they can easily and efficiently make conference calls rather than hold face-to-face meetings.

In this crisis a large part of the population is realizing what other more digitalized people have already known for years: **working can be organized in a very different way**. Statistics say that, in a normal routine, about 60% of office and meeting time could be avoided, meaning reclaiming free time from commuting and consequently reducing levels of pollution caused by travel.

Experts say that one positive post-pandemic consequence of this situation will probably be enhanced awareness of the benefits of smart working, at least for compatible industries and service providers.

FUTURE EXHIBITIONS REDEFINED?

In the last few weeks we have seen all the Fairs of our industry cancelled or postponed. And the rest are most probably going to do it quite soon. The same story and therefore the same concerns exist in each and every economic sector.

Will postponements to the 2nd semester of 2020 actually be viable? Will businesses and visitors still participate? And what about next year?

Observers of the market's evolution already theorised, long before the Virus Outbreak, that exhibitions as we know them, are an **"old-fashioned way"** to facilitate business relationships. In most cases, the high cost of displaying products in a booth all over the world does not provide the same lucrative returns as it did during the second half of the 20th century. On the other hand, **new technologies** allow much more efficient ways to dispatch messages, contact business partners and finalise deals. And this worldwide crisis might create awareness and accelerate the process to adopt a more technological way to interact.

This doesn't mean that meetings are useless, of course they are important, a part of human nature itself. But we could reduce our business trips and conferences to what is really necessary. **Online Technology can help our communication for the initial phases** and, probably, we will not need big booths at international exhibitions, but just a place at a table where we can sit with some potential business partners, whom we will have already met online, dealt with, selected and with whom we might have already started some preliminary negotiations.

New Exhibition Concepts are already being proposed either by trade fair organisers themselves or by **Online Publishing Houses** who understand the immense opportunity offered by communication online in facilitating business relations between players all over the world.

EsteticaNetwork has been a hair and beauty industry **pioneer** in promoting online activities. In the last decade, our online magazines have supported the printed editions, becoming more and more important in global communication. We have developed e-commerce and recently even **Esteticaexport.com, the only global hub for intercommunication between traders and companies of the professional cosmetics industry.**

In this time of isolation, our teams are working much harder than ever, because our online media represents the most efficient way to communicate with the market. We have seen the traffic in our platform increase dramatically (up to +120%), especially in Italy where the lock-down has been longer and more extensive than elsewhere.

After the crisis, trade fairs will resume and international travel will regain its importance, but it is easy to foresee that **people will look at the business world and how it communicates in a very different way**. They will see, more than ever before, that there are other ways to develop their business relationships.

EsteticaNetwork is ready now to help our industry in this time of evolution.

BABYLISSPRO® GROUP CONAIR

*BaByliss***PRO**

DEVOTED TO THE PROFESSIONAL HAIR INDUSTRY

Innovate with and for hairdressers: this has been the watchword of the BaBylissPRO®-Conair Group for more than 50 years. Being exclusively devoted to professional hairdressing, BaBylissPRO® offers reliable high-tech and high-performance products, designed and developed to match professionals' expecta-

tions and needs. The BaBylissPRO® brand finds its roots in the 60's when Mr. Lelièvre, a much admired hairstylist working in Paris on the Emile Zola Avenue, improved the first curling irons. His associate Mr Feldblum had the ingenious idea of marketing and distributing this innovation to professionals. It's this drive that has seen the brand enjoy a phenomenal rise and acquire an image as the unchallenged brand in the field of beauty and hairstyling.

ABOUT US

Company Name:
BaBylissPRO® - Group
CONAIR/BaByliss

BaByliss Group headquarters:

99 Avenue Aristide Briand -
92120 Montrouge – France
CONAIR/BaByliss Group
headquarters :
CONAIR Corporation - One
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Connecticut 06902 - USA

BaBylissPRO® - Professional
Division of BaByliss Paris:

400 Avenue Roumanille
Greenside 1B 06410 Sophia-
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Website:
www.babylisspro.com

Contact:
contact@babylisspro.com

Professional Division Executive
General Manager International:
Mr. Mark Thüer

BaByliss Group CEO:
Mr Bernard Vacher

CONAIR Group Founder:
Mr. L.P Rizzuto

Mark Thüer,
Professional
Division Executive
General Manager
International,
heads up this
international leader
in salon tools.

Photo credit: Mark Thüer

UNCHALLENGED PLAYER

"We are pleased to count ourselves amongst the few who can pride themselves in designer and manufacturing labels" Mark Thüer explains. "This way, we can stay at the vanguard of innovation and offer the widest ranges in terms of both pro-



ducts and prices. The goal of BaBylissPRO® has always been to offer its expertise to hair-styling professionals to meet their needs and to serve their creativity. Mobilized within each of our R&D centers, whether in Belgium, the USA or France, our teams have been constantly pushing the limits of technology to give professionals a genui-



From top to bottom: above, BaByliss Group headquarters, Montrouge, France, CONAIR-BaByliss Group headquarters, Stamford, Connecticut, USA. Opposite: BaBylissPRO® Professional Division of BaByliss Paris, Sophia-Antipolis - France.



ne professional result. We are just as proud to put on the market high-performance products that are also exceptionally reliable thanks to the work of no less than three quality control departments which make us also always ahead in terms of respect for any new legislatively imposed or recommended norms.”

PIONEERING PRODUCTS

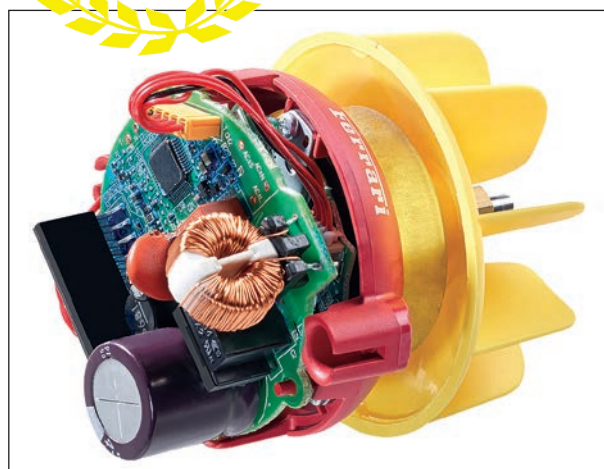
BaBylissPRO® has an exclusive partnership with an exceptional brand, Ferrari, which has given birth to some of the best hair dryer motors ever. BaBylissPRO® is also the brand which has designed the Miracurl™, the tool that has revolutionized the hairdressing industry. It is also the brand which has marketed multipurpose, ultra-efficient, 100% professional stylers which daily boost hairdressers’ creativity and art. Because hairdressers’ health and well-being are very much on our brand’s minds, our products are specially designed for optimal comfort and safety in use. That is why the Rapido hair dryer is Preciseo referenced in the

REASONS WHY

- DNA of innovation
- Top-quality products
- Professional expertise
- Loyalty to hairstylists
- Global service concept & complete ranges of products
- Worldwide presence & recognition
- Focus on Professionals’ needs & interests
- International brand ambassadors



BaBylissPRO® has an exclusive partnership with Ferrari, which has resulted in the development of extraordinary hair dryer motors.



Ferrari designed digital motor.

framework of the programme to prevent occupational diseases and musculoskeletal injuries implemented by the French Health Insurance authorities in collaboration with hairstyling institutions in France. “Quality is in our heart – adds Mark Thüer – and the main aspects are: technical approval before production (regulatory and performance levels), final quality control in France before delivery, and continuous improvement. Moreover we have a permanent regulation watch which applies to all product categories, process, and quality system. We have a proactive attitude to be ready for the regulations of tomorrow.”

WORLDWIDE PRESENCE AND EDUCATION

BaBylissPRO® headquarters are in the South of France, but the Continental Europe Professional Division is represented worldwide in about 50 countries throughout the EMEA region (Europe - Middle East - Africa) through subsidiaries, while the number of distributors is being increased. Committed in a long-term partner relationship with professionals, the group also places more emphasis on services, especially through structured and efficient training actions. All in all, more than 500 hairdressers are trained every year at

STAR PRODUCT

Rapido

Winner of the 2017 Stylist Choice Award, the Rapido hair dryer is a hit. Thanks to its featherweight (399 grams only) and its Preciseo label, this extraordinary product has already been endorsed by 250,000 hairdressers in Europe. The Rapido features an exclusive Ferrari designed digital motor.

MiraCurl™

Because even the most experienced professionals need time to create sophisticated curls, BaBylissPRO® has invented the MiraCurl™.

Elipsis3000

These are its main features: straightens, curls, no warp, perfect plate alignment, instant heat up, consistent temperature, millions of ions for brilliant shine. The Elipsis3000 takes the very idea of a straightening iron to unprecedented heights. Crafted from the most advanced materials, it has been designed with cutting-edge features that redefine ease of use and excellence in performance. This is the ultimate achievement in styling tools.



specific work-shops. These educational sessions take place in small groups of no more than 10 attendees for a truly effective and customized action. BaBylissPRO® has also brand ambassadors in common with famous haircare brands. Technology, design, and education: BaBylissPRO® constantly innovates to provide always better responses to hairdressers' expectations and needs.

This revolutionary tool helps achieve perfection in a flash. This exclusive device, a genuine revelation, has become the indispensable component in every innovative hairstyling salon.

FX880E: Barbers' favorite tool

Featuring an all-metal housing, this incredibly efficient machine is perfect for heavy duty and is also designed for all-around fading and outlining.

Innovative products,
our vision and strength.



BaBylissPRO®, world leader
in professional high-performance products.

- ❶ FX880E ▶
- ❷ BAB7000IE ▶
- ❸ BAB2665SE ▶
- ❹ BAB3000EPE ▶



BaBylissPRO®

Innovative premium technology

www.babylisspro.com

FRENCH PERFORMANCE TO THE EXTREME

Design, manufacturing, quality control, storage, logistics - all rigorously made in France: this is the type of expertise Business Coiffure Beauté offers, relying on their advanced know-how to achieve turnkey projects and a full service offer. This totally French company was born of the ambition of a passionate hairdresser in 1950, and is now grouping together a development and production plant as well as a storage and distribution logistics platform.

Innovation and quality are the keywords, based on advanced internal research and a level of control stricter than the existing standards. Beyond the two levels of legal controls, Business Coiffure Beauté make it a rule to add a third level of monitoring on finished products that will be controlled and

then traced for a full 3 years. The storage and logistics system is centralized on one platform to ensure a high level of responsiveness and a constant control of the flow.

EXPERTISE & INNOVATION

To understand better the main features of the brand we spoke with Philippe Réal, CEO. "Our knowledge is founded on extensive



ABOUT US

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**Business Coiffure
Beauté**

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Astier, France
Tel: +33 553028951
Email: j.real@sublimo.fr

Website:
www.businesscoiffurebeaute.fr

Export Contact :
Julie Réal

CEO:
Philippe Réal

Number of Employees:
120

Core Business:
cosmetics and
professional products

Main Brands:
Sublimo Performance
Technologique,
Défi pour Homme

An advanced integrated
platform covers design,
manufacturing, quality control,
storage and logistics.



Hair: Alex Cruzel/Photo: Yves Kortum

REASONS WHY

- More than 25 years' experience
- High quality & innovation
- High-performance active ingredients
- Rational formulation
- Professional formulae
- 3 levels quality control
- Full range of products
- 100% Made in France
- 'Zero discharge' production
- 2,000 sq.m production area
- Full service & tailor-made project
- Advanced storage and logistics platform

expertise in chemistry, raw materials, and their combination through a dedicated centre and a quality charter aimed at achieving a reasoned conception. Our products are 100% designed and manufactured in France achieving 'zero discharge' production in a more environmentally friendly way. With our 2 leading brands on the French professional network, we have total control of a wide variety of complex technologies, on both the women's and men's market."

HIGH QUALITY STANDARDS & TOTAL RESPECT

"Our expertise," Philippe Réal adds, "is set up around major complementary lines. Oxidizing hair colouring (with or without ammonia) and tone-on-tone hair colouring: with over 25 years' experience with these technologies, our products are used today by more than



10,000 hairdressing professionals.

Our knowledge of natural or synthetic organic raw materials is evident in our shampoos and hair care range. Moreover, our outstanding performance formulae have been developed in a safe and rational way, making it possible to adapt them to meet special requirements, such as sulfate-free, silicone-free, very high percentage of natural ingredients, or specific formulations for massaging and well-being, etc. Our styling range formulae have also been tested and approved by professionals over the past 15 years, with innovative textures being developed for products like bi-phases, serums, mattifying pastes, light or rich waxes, and fibrous pastes. When it comes to men's grooming, we offer barbering essentials to meet all hair, beard, shaving, and styling needs with specific and innovative products. With more than 6 years of experience in subcontracting, our structure

STAR PRODUCTS

Instant Traitant

The development of this first professional massage range is based on a three-step ritual with products of original galenics and highly efficient active ingredients: micro-balls in suspension, bamboo carbon active, powder of macca, minerals...

Créa Color

This ammonia-free hair colouring with argan oil has been developed with professional hairdressers, using a

Ice Power

This high-foam sulfate-free shampoo has been developed to meet the specific haircare needs of men. Its all-in-one formula contains neither parabens nor silicone. While making hair denser and stronger, it will also soothe, stimulate micro-circulation and leave a long-lasting sensation of freshness.



will assist each and every client in new development projects and will find the best solutions, adapted to volumes and budgets. Our objective is the success of our clients.”

brand new technology named SAO (System Advanced Oleactive). Its formula is active in oily environments and provides a matchless hair care dimension while ensuring perfect coverage and fantastic highlights.

DEFI
POUR HOMME



MEN'S PREMIUM BRAND

MEN'S CARE

FACE - BEARD - HAIR



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DESIGNED AND MADE IN FRANCE



FRENCH STYLE AND INTERNATIONAL SPIRIT

Cindarella is an enduring family story that perpetuates the creation of uniquely French furniture for beauty salons. Cindarella has achieved the perfect balance between the experience of the past, changes in today's market and the needs of its customers. Vanessa Ghorayeb, CEO of the group, tell us the story of the brand. "Cindarella has always been a women's business as well as a family business. My grandparents bought the company in 1985 and immediately began to focus the business exclusively on the beauty salon industry at a time when salon franchises

were booming in France. Our company was among the first to work with leading brands. In fact, Cindarella is the only French manufacturer of professional hair salon furniture. My grand-mother ran the company: she was active on all fronts, a woman of character who commanded respect in the industry. She started off with one manufacturing workshop and a dozen employees. Today, Cindarella is a large manufacturing factory that comprises several business activities and employs close to 50 people. For over 50 years, designing and making furniture for salons has been our business. Our culture is the legacy of our know-how, inspired by the passion of our employees. Our key mission: to offer salon furniture that

ABOUT US

Company Name:
Cindarella Group

Company Address:
22 rue Richer 75009,
Paris - France
Headquarters:
22 rue Pierre et Marie Curie
- Zac de l'Ormeau - 7
7380 Combs la Ville - France
Tel. +33 0164888282

Website:
www.cindarella.com

Founded in:
1985

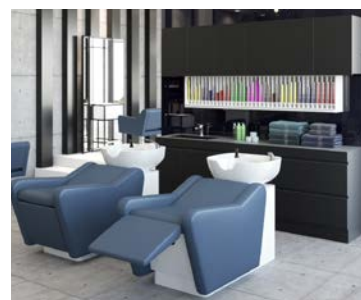
CEO:
Vanessa Ghorayeb

Main Brands:
Cindarella, Ness Design,
Palladium

Main Export Destinations:
Europe, North America,
Middle East



Vanessa Ghorayeb is proud to be at the helm of this prestigious family business.



Classic and cutting-edge designs can all be customised to meet the needs of any customer.



reflects a salon's image while combining flawless design, personality and quality. Our main features? Originality and a touch of design. All our collections are the result of collaborations with designers we were instantly smitten with. Each one invites you to discover his or her world, made up of different styles and atmospheres. These contemporary furniture collections offer so many possibilities for decorating each beauty salon”.

Which are the main assets of the brand?

“Cindarella provides a range of products and services that are unique in the beauty salon industry. Our products can be totally customized, which gives our clients limitless possibilities. Cindarella Paris assists companies with the interior planning of their salon, from layouts to advice on the choice of decoration. Cindarella Paris offers a wide range of coatings and laminates, as well as tone-on-tone or contrasting stitching produced by highly-qualified upholstery workshops. Cindarella Paris boasts consolidated experience and so is fully capable of meeting customer expectations and needs. This has been achieved by personalizing chairs and wash basins: screen-printing (printing on fabric) or hot-stamping of the company name or the logo on fabric. We pride ourselves on being able to adapt a catalogue product to any space and to suit customers' needs: styling

REASONS WHY

- **More than 50 years of experience in the beauty salon industry, 30 years dedicated to hairdressers**
- **One of the leading brands in Europe, solid international presence**
- **100% family-owned and 100% Made in France**
- **High-design and quality furniture, customised furniture**
- **Partnership with hairstylists and concepts**



units, storage fixtures or units. Our greatest assets are our responsiveness, proximity and robust products. Moreover the products are delivered promptly, with an exceptional 5-year warranty on all of our production.”

A WORLDWIDE SUCCESS

In its Parisian production site, Cindarella designs and manufactures high-quality hairdressing furniture. Building on 50-years of expertise, Cindarella integrates all the workshops into the production line: upholstery, thermoforming of plexiglass and PS, carpentry, assembly of backwash units and chairs. Cindarella creations are characterized by French-style craftsmanship harmoniously blending with the most classic and avant-garde designs. The luxury, minimalist or trendy universes have no secrets for the brand. An outstanding alchemy between the finely detailed finish and the glamour of French design. A true ambassador of “Made in France” quality, Cindarella now enjoys a global presence. “Our history - continues Vanessa Ghorayeb - has brought us from Paris to New York by way of Dubai and every day we take up new challenges”.

STAR PRODUCTS

Mademoiselle Chair

This styling chair is part of Cindarella's new collection. With harmonious lines of refined elegance, the Mademoiselle chair brings a glamorous and chic vibe to salon decor. Made in France and available in a variety of colors.

Manon Chair

This chair has been iconic throughout Europe since 1990. Its timeless lines easily adapt to all decors.



The Manon chair is made in France from durable Plexiglas and is available in a variety of colors: transparent, smoked gray, white and black opaque.

Cindarella

PARIS

FRENCH DESIGNER MANUFACTURER
SINCE 1960



WATSON
COLLECTION

SHOW-ROOM

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CINDARELLA.COM

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DANCOLY COSMETICS



AIMING FOR PERFECTION: QUALITY AND INNOVATION

Back in 1958, Gilles le Bret, an enlightened chemist and botanist from Aix-en-Provence in southern France, the home of natural beauty known for landscapes burgeoning with flowers and grass, set up a technical laboratory for the purpose of researching the benefits that botanic extracts may offer the human body and, more specifically, hair cells. Then in 1965, with a view to applying the results of his research to the products themselves, Gilles le Bret formally found Dancoly Cosmetics,

specialised in manufacturing a series of cosmetics formulated with botanical extracts. Four years later, the Dancoly Spa series was initially launched as the first brand formulated with botanical extracts and oils able to meet the specific needs of different hair types, contributing to the success of these products with end users.

After continued research and investments, in the year 1980, Gilles le Bret discovered that the essence extracted from deep-sea seaweeds and

ABOUT US

Company Name:

**Dancoly
Cosmetique,
France**

Espace Le Beauvalle
Bat B, 4 RUE Mahatma
Gandhi 13090 Aix-EN
Provence, France

Website:

www.dancoly.fr
www.vieso.fr
www.dancoly.com

Founded in:

1990

Factory Area:

10,000 sq. feet

Production Capacity:

Professional

Hair Care Products:

2.5 ml bottles/month

Skin Care and Body

Products:

1.6 ml bottles/month

Gift Set Assembly:

1.2 ml sets/month

Soap Production:

120 tonnes/month

Main Brands:

Dancoly Angel Provence
Hair Care Line/
Dancoly Angel
Professional
Hair Care Line/Dancoly
SPA Hair Care Line/
Argan Oil Line/ Vieso
Hair Care Line

Main Export

Destinations:

UK, USA, Russia,
Mainland China,
Italy, Japan,
New Zealand, Australia,
Canada, Sweden,
Indonesia, Denmark,
Hungary,
Ukraine, Taiwan,
Singapore, Malta,
Malaysia, Dubai,
Saudi Arabia, Kuwait,
Yemen, Iraq,
Hong Kong, Latvia,
Cyprus, Greece,
Poland, Finland,
South Africa





Dancoly is present at leading trade fairs around the world: left, the fair in Paris, France and below, Cosmoprof in Bologna, Italy.



REASONS WHY

- **Environmental Protection:** all packaging materials can be recycled
- **Cruelty-free:** product testing only on human hair, never on animals
- **European and FDA GMPC (Good Manufacturing Practice Cosmetics) Certification**
- **Safe & Natural Ingredients:** No parabens, SLS, paraffin oil, vaseline, propylene glycol, cocamide DEA

various biological active ingredients had amazing repairing effect on aged and yellow hair. He immediately invited his friend George Girartin - a top hair stylist in France, to join his team. Based on their concerted efforts, Dancoly Cosmetique released the Angel line two years later. With the development of Dancoly Cosmetique and its plans for international expansion, since 1998, Dancoly has taken steps for building a global brand. Today the brand has successfully penetrated markets in more than 60 countries in Europe, the Middle East, and Asia – earning the overwhelming approval of hairdressers all around the world.



DIVERSIFICATION AND COMMITMENT

Dancoly Cosmétique France now owns more than one thousand cosmetic formulas for products in a variety of fields, including haircare, skin care, beauty and personal care. Their mission is to meet the demands of both the wholesaler and end client with quality products in all these fields at affordable prices

With a view to guaranteeing optimal service worldwide, Dancoly France has recently invested heavily in constructing a modern GMP production base in China. This plant was designed and engineered to provide all the production services necessary to this end, including the moulding of packaging materials, product

design, research and testing of filling and manufacturing processes, to meet all the needs of OEM/ODM customers and provide the most competitive products for their brands

It is common knowledge that manufacturing luxury cosmetics at a high price range is easy. But Dancoly is committed to a self-imposed challenge of making high-quality cosmetics available to a much wider market while relentlessly striving for perfection. Indeed, the brand portfolio continues to grow, with the addition of cutting-edge and innovative products that meet the most demanding standards of both quality and safety, making no compromises. Nothing less than the best will do.

STAR PRODUCTS

Marula Oil Repair Hair Mask

A luxurious hair mask that nourishes and intensely moisturizes hair. Infused with Marula Oil, it strengthens and improves hair's elasticity and restores essential moisture. The reparative deep conditioner formula improves manageability and imparts luminous shine.

Marula Oil Repair Conditioner

A repairing conditioner infused with Marula Oil that will smooth and revive dry and damaged



hair weakened by chemical processes, heat styling and environmental exposure, leaving it strong, hydrated, and shiny from the inside and out.

Marula Oil Repair Shampoo

A repairing, sulphate-free shampoo infused with

Marula Oil that helps to rebuild and revive dry and damaged hair weakened by chemical processes, heat styling and environmental exposure, leaving it strong, hydrated, and shiny from the inside and out.

Marula Oil Leave-in Spray

With a unique formula, this leave-in spray smooths hair and leaves hair elegant and with a pleasant fragrance. Infused with Marula oil, it nourishes hair and prevent it from drying and splitting, leaving it shiny from inside and out.

Marula Oil Hair Serum

A luxurious hair serum packed with Vitamins C and E, this quick absorbing serum smooths hair and provides shine while protecting against environmental damage.

DANCOLY®
|Paris|

PROVENCE RANGE

HEAVEN IN A BOTTLE

No Sodium lauryl sulfate (SLS)
No Paraffin oil or Vaseline
No Propylene Glycol. No cocamide dea
No animal testing. No Paraben
Organic natural ingredients
GMP and FDA certificated.



Angel
EN PROVENCE

DANCOLY COSMETIQUE

ADD: 23-25 R JEAN JACQUES ROUSSEAU 75001 PARIS FRANCE.
Website: www.dancoly.fr E-Mail: info@dancoly.fr



EUGENE PERMA

EUGÈNE PERMA

100 YEARS OF EXPERTISE AND KNOW-HOW

People at Eugene Perma have always set themselves apart with a true entrepreneurial spirit. At every level, each person makes an enthusiastic, wholehearted commitment to the company growth both in domestic and international markets in a highly competitive context. Proud of its French “savoir-faire”, Eugene Perma stands for the values of quality and creativity that it puts to work every day. Thus, drawing strength from a desire to create, and united around a common search for inventiveness, quality and effectiveness, Eugene Perma staff has built foundations and reputation of a corporation whose values they embody every

day. This strong commitment and positive state of mind – a source of pride – have now been driving the brand for nearly a century. This is what makes Eugene Perma unique. The passion for hair and the search for style based on first-line expertise inevitably give rise to a history that resembles no other.

FRENCH SAVOIR-FAIRE

Proud of its French “savoir-faire”, Eugene Perma is first-and-foremost a company on a human scale that has been able to set itself apart and develop a unique personality in the world of hair care. The company was founded by Eugène Sutter, a hairstylist and hairpiece manufacturer. It developed on the market of professional hairstylists and created three establishments in Paris, London, and Vienna. This international development drew strength from the invention of the “Eugène permanent wave”, known as “the perm”. Today, Eugene Perma is experiencing strong international development while still adhering to its traditions and values. Present in 56 countries, Eugene Perma is a “Made in France” success story thanks to its



Above, Didier Martin
President and Owner
of Eugene Perma.

On the right, a picture
of our manufacturing
plant located in Reims.

ABOUT US

Company Name:
Eugene Perma

Company Address:
Headquarters:
10 rue James Watt
Bâtiment C/D
93200 Saint-Denis
France

Website:
[http://en.eugeneperma-
professionnel.com/](http://en.eugeneperma-professionnel.com/)

Started in:
1918

President & Owner:
Didier Martin

Number of Employees:
400 worldwide

Main Brands:
Carmen, Solaris,
Essentiel





unique know-how. Through their creativity and professionalism, Eugene Perma's hair beauty specialists give life to the values of authenticity and proximity that are so dear to the company while promoting the impeccable level of quality that has always characterized all of their products and services.

HAIR CARE RESEARCH

Eugene Perma has a Parisian integrated Research laboratory exclusively devoted to hair color and hair care, developing 100% of the company's formulas. This lab is leader in the field of ammonia-free hair coloring and has been a pioneer in banning tests on animals since 1980's. Thanks to their unique cutting-edge expertise, Eugene Perma innovations combine optimal respect for the hair and effectiveness. Eugene Perma's products are known for their quality, reliability, and ease of use, benefiting from all formulas being developed in collaboration with hairdressers and colorists. Shampoos and hair care ranges

are tested under dermatological control. Eugene Perma products are tested by independent, certified laboratories. The manufacturing plant, located in Reims, aims to respect the environment and observes strict production commitments. Pride of place is given to biodegradable raw materials: objective zero waste into the environment. Recyclable materials are used whenever possible and the use of plastics and cardboard is being continually reduced. Integral selective sorting has been established for almost 20 years. Calling on regional and national suppliers is a priority to foster the local economy.

COLOR INNOVATION

Eugene Perma hair color creates innovations that meet with hairstylists' and consumers' full approval both in France and abroad. Its coloring products are subjected to numerous tests and inspections that certify the performance of the coloring results as well as the integrity of the hair. Eugene Perma deploys all of its hair

REASONS WHY

- **One of the leading brands in the hair salon industry in France**
- **100 years of expertise**
- **An independent and family-owned company**
- **Made in France**
- **100% control of the whole value chain from formulation to distribution**
- **A true savoir-faire in coloring and in-depth care**
- **A true partnership with stylists and colorists all around the world**

research and innovation expertise in order to provide high quality, in-depth care products with a wonderful sensory quality to address all hair and scalp challenges.

FRENCH INSPIRATION

Eugene Perma's artistic teams are committed to identifying and translating upcoming trends in order to express them in a unique style, filled with personality and elegance, epitomizing "French Inspiration." The artistic team at Eugene Perma Professionnel designs two collections a year: Spring/Summer and Fall/Winter. Step-by-step videos are made available to realize the techniques and hairstyling in salon. Collections are inspired by the latest fashion, lifestyle and beauty trends, worked on with an international trend bureau. Creativity for Eugene Perma is, above all, a way to share emotions at the service of style.

Carmen Tone on Tone

The demi-permanent line of Carmen is composed of 4 services: Demi-permanent Service to enhance natural color without transforming it, cover 1st gray hairs or to revive the color of lengths; Gloss Service to provide a colored or neutral shiny coating, or to create new shades; Toner Service to tint blonde bases, neutralize and/or add a nuance after a Solaris service; Men Service to mask gray hair discreetly for a rejuvenating effect.

Solaris

Solaris is the reference range on the lightening market. Lightening techniques are not only dedicated to blondes! All hair types, for both women and men, can be enhanced with touches of light: short or long, thin or thick,

Essentiel Keratin

This product provides hair with the new-generation ingenuity of Essentiel Haircare for a long-lasting transformation with the use of the shampoo and mask routine. Exclusive Keraction technology repairs and reinforces damaged hair, helping it develop an incredible resistance that makes it much less brittle.

Collections Nature Bio by Cycle Vital

A complete hair care and styling products range with bio certified active ingredient for stylists and consumers who are looking for: certified organic products to enhance their hair while respecting nature, gentle formulas (sulfate free, silicone free, paraben free), detox in between classic hair care routines, all hair types products.

STAR PRODUCTS



Carmen

Carmen is the 1st oxidative hair color from Eugene Perma Professionnel to amplify tones and shine thanks to its Reflect Magnetiq System. This is the innovative combination of two specific quaternary ammonium compounds with an anti-free radical agent that visibly increases



Carmen's coloring and shine enhancing powers. Attracted to the keratin fiber, the Reflect Magnetiq System binds to the surface of the hair like a magnet to smooth its surface and form a sheath that reflects light and amplifies color and shine.



straight or curly, light or dark. It's range of 7 products provide a creative lightening service adapted to each client. The formulas were developed to ensure maximum respect for the hair fiber and for the stylist.

EUGÈNE PERMA

PROFESSIONNEL | PARIS

MADE IN FRANCE



THE DUAL-EXPERTISE HAIR CARE WITH KERATIN

1. REPAIR*
2. BEAUTIFY



- KERATIN
- KERATIN GLOW
- KERATIN PULP
- KERATIN FRIZZ CONTROL
- KERATIN COLOR
- KERATIN SILVER
- KERATIN NUTRITION
- KERATIN FORCE

[NEW]
essentiel

*Except for the Keratin Force segment.
All the products of the Keratin ranges contain keratin or a botanical equivalent.

WHEN INNOVATION MEETS HEALTH

What is Exthand and what are the roots of this France-based company? Frédéric Desmars explains the brief but very dynamic story of this brand. “We have been in close contact with the hairstyling business for over 25 years. It is a 100% family business in terms of management. At the beginning we developed educational materials for students in hairdressing schools and launched Pivot Point in France. Then, a few years later, we expanded the business to salons by offering professional training. Following this, we expanded our hairdressing service range, becoming the French distributor of the best management software in the world: Shortcuts.

Finally, a few years ago, the next natural step to be taken was to focus on ergonomics in hairdressing, as the significance of this technology had become an important topic in schools. Exthand was born and this adventure began!” “Hairdressing is a wonderful job but also very painful,” Anthony Desmars adds. “Professionals always have very bad posture imposed by their own tool: the scissors. In this profession, 85% of occupational diseases are MSDs (musculoskeletal disorders), which is not surprising when one carefully observes hairdressers at work. They spend their time with bent wrists, arms raised, neck in tension and back bent or twisted. This generates lots of work stoppages, and can even lead to surgeries and job loss for some of them. This makes the best scissors necessary for better health on the job!”

ABOUT US

A 100% family business determined to keep hairdressers healthy and happy.

Company Name:
Novacoiff

Company Address:
168 Bld des Pas
Enchantés
44230 Saint Sébastien
sur Loire, France

Website:
www.exthand.fr
www.novacoiff.fr

Founded in:
2014

CEO:
Frédéric Desmars,
Anthony Desmars,
Jean François Desmars





Ergonomic scissors to encourage correct posture on the job.

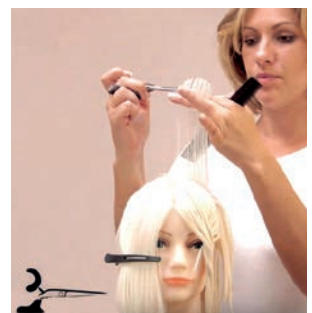
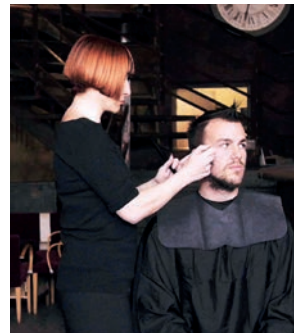


FROM THE PAST TO THE FUTURE

Jean François Desmars explains how Exthand brand was born. “Scissors are around 2000 years old and their use has hardly changed. The only thing that has evolved is the quality of the sharpening and a more attractive design. But, as for its use, nothing has changed. Whether used to cut fabric, paper at school, or in an office or a hairdresser's, the use has always been the same! And until now, nobody has asked the question of whether the traditional pair of scissors is suitable for hairdressing. In 2005, Julien Gandon, an ergonomics engineer, observed many hairdressers in his entourage suffering from pain in the upper limbs. He analyzed in detail the postures of hairdressers. After years of research and development, he created a pair of scissors that were truly adapted to the specific gestures of the profession. This was the birth of Exthand scissors! We met Julien who was looking for a company present in the educational and professional sector to partner with him. We found that this tool was perfectly suitable, totally unique, and without any hesitation we took charge of the development and the commercialization of Exthand scissors in France and around the world.”

REASONS WHY

- 25 years in the hair industry
- Strong knowledge of training and education
- Constant innovation and development
- 100% ergonomic scissors, specially created for hairdressers
- Efficiency approved by an independent laboratory according to the RULA method
- Optimum quality Japanese steel blades
- A wide range to meet all requests: sizes from 4.75 to 7.5, scissors, sculptors, right-handed, left-handed



THE SUCCESS OF EXTHAND

The success of the Exthand scissors was first achieved in schools, where today nearly 30% have chosen Exthand scissors for their students. This figure should double very quickly. The teachers are so happy to be able to propose a new tool that will totally revolutionize the world of hairdressing. The second step was salons: after seeing the young hairdressers use this new technology, salon professionals became interested in the tool. Today there are several thousand hairdressers who use only Exthand ergonomic scissors. The benefits are immediate and spectacular: much less fatigue at the end of the day, joint pain that disappears completely, well-being assured, and renewed creativity. The invention is patented and protected in all countries. This was a very important investment but essential for international development. In 2015 the company started exporting Exthand scissors and today they have distributors in USA, Chile, Spain, and Canada. Exthand scissors are 100% customizable. Hairdressers can change the grips and choose from among 10 different colors.

STAR PRODUCTS

Kit Optima

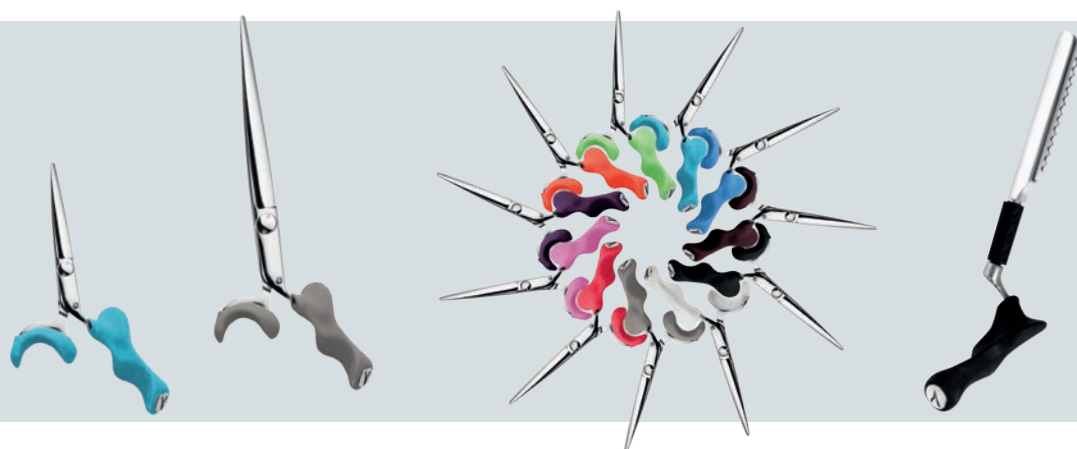
A special range for hairdressing schools. This kit contains 2 pairs of scissors: a pair of straight scissors and a sculptor. It was created to start the job under optimal conditions at a very economical price, but always with a very good quality of steel.

Expert

The most successful professional range features HITACHI V10 blade quality and Japanese sharpening with Exthand ergonomics,

Razor

The latest novelty at Exthand. Perfect ergonomics and exceptional cutting comfort with its rotating blade. Like all Exthand products, it is also available for left-handed people.



There are two models: for both right-handed and left-handed people. They can also change the “Charm” on the grip from a skull to a single diamond version: all styles are permitted.

making it a cutting tool perfectly suited to the profession. It exists in all lengths and also in a sculptor version.

LOVE YOUR
BODY

Awarded
Design



étoile
observateur design
2015

Customizable



Ergonomic

Straight back
Elbow remains low
Straight wrist
Relaxed shoulders & neck



exthand.fr

FAUVERT PROFESSIONNEL



QUALITY HAIRCARE IN THE TRADITION OF PROVENCE

1977, France. Fauvert Professionnel was founded by two French graduates from the prestigious “Ecole Nationale de Chimie Française” (National Chemical Engineering Institute in Paris): Enio Toffolo and Michel Vanvert - whose greatest passions were both hair and chemistry. The company was then acquired by the Thomas family in 1996 and settled in Aix-en-Provence, in the south of France. Fauvert Professionnel has been manufacturing and marketing professional hair products for hairdressers around the world for over 40 years. Perpetuating the regional tradition of high-quality cosmetics from

Provence, the company's ambition is to offer hairdressers the best quality products to meet their expectations. Over the years, Fauvert Professionnel has built a strong network of dedicated sales representatives and distributors to serve professionals from all over the world, including many different countries in Europe, Asia and Middle East. Developing further export sales is a key priority for the company. Since its creation, Fauvert Professionnel's energy and skills have been dedicated to haircare products that combine nature, technology and innovation – providing access to an optimal hair routine. The richness

ABOUT US

Company Name:
Fauvert Professionnel

Company Address:
95 rue Mayor de Montricher
13593 Aix-en-Provence, France

Website:
www.fauvertprofessionnel-boutique.fr

Founded in:
1977

CEO:
Didier Thomas

Export Manager:
Ambroise Thomas

Commercial Manager:
Guillaume Thomas

Number of Employees:
around 70

Activity:
Design, Manufacture and Marketing
of Hair Products



and variety of the brand's portfolio is first and foremost due to their employees' full involvement in performance, quality and innovation and commitment to their one and only mission: creating products that entirely satisfy hairdressers' expectations.



ORGANIC AND INNOVATIVE FORMULAS

Products are designed according to a simple principle: less is more. Indeed, Fauvert Professionnel products are formulated with the most efficient natural active substances in order to achieve high performance. Infused with high-quality active substances, the products are a delicate balance between organic raw materials and advanced technology. Since its beginning, the Research and Development Department has forged ahead to develop formulas that meet high quality standards and is fiercely committed to an eco-responsible approach to protect both the customers and the environment throughout the whole process. Indeed, the brand can proudly boast an average 88% organic ingredients per product throughout its range of shampoos and conditioners, Vita Hydro System.

MADE IN FRANCE: A QUEST FOR EXCELLENCY

Fauvert Professionnel leans on the dynamism of skilled local experts and the premium quality of the raw material of its beautiful region so as to propose a unique added value within the beauty sector. A commitment proved by its strong roots and values, fiercely linked to the Provence region and more specifically to Aix-en-Provence. The company stands out for traditional values combined with innovation and progress. As a matter of fact, working with local suppliers and involving

The best of nature and cutting-edge technology combined for top-quality haircare products.

REASONS WHY

- **100% Made in France**
- **100% Made in Provence**
- **100% Professional Trade**
- **Internal Research and Development Department**
- **40-year experience in the field of professional haircare products**
- **Wide range of high-quality products**
- **A meticulous selection of the active substances**
- **Average 88% organic ingredients in shampoos and conditioners**
- **Close relationship with hairdressers and wholesalers**
- **Certified ISO 9001**

hairdressers within the development have always been part and parcel of Fauvert Professionnel's philosophy. The marketing department uses its potential to create the perfect care and styling products for hairdressers. Design, quality and efficiency are the main characteristics of Fauvert Professionnel. Its know-how is represented through its wide range of products which combine the power of natural and technological active substances. Sobriety and professionalism are honored to underline the expertise and elegance of the brand. Therefore, this mix between French tradition and innovation embodies French-style elegance, which made Fauvert Professionnel's products a huge success. A family-based company for which the best is yet to come.

TRUST AND TRANSPARENCY: THE BRAND PHILOSOPHY

As an ISO 9001 certified company, Fauvert Professionnel meets all the requirements of the European Cosmetic regulation to ensure product and customer safety and even takes the commitment to quality to the next level:

STAR PRODUCTS

Vita Hydro System

A wide range of haircare products formulated with 88% organic raw materials. They combine pure nature and high technology, and include shampoos, masks, serums and lotions.

Each ritual is composed of three or four products that resolve any type of hair issue: dry, damaged, or coloured hair, hair loss, greasy roots and dry ends.

Gyptis

Colouring hair cream of great comesticity that moisturizes and

Lumières de Provence

Formulated with Olive Oil, Hydrolyzed Keratin and Olive Extract, these glint shampoos and masks intensify and maintain the radiance of coloured hair thanks to colour-enhancing pigments. Boasting more than 90% organic ingredients,



the company commits to answer any question relative to the quality of the product. A philosophy Fauvert Professionnel has embraced since 1977. The employees do their best to make client satisfaction a priority and to meet their needs. Employees are qualified, available, accessible and attentive. Thus assuring a perfect customer relationship and a complete satisfaction.

deeply nourishes the hair fiber. Its cutting-edge technology based on Ceramide A2 and Argan oil is dedicated to the most demanding hairdressers. Its low ammonia content guarantees high protection and a 100% coverage of grey hair.

these formulas give hair fiber suppleness and brilliance. Shampoos are 100% paraben, sulfate and silicone-free.



VHS
VITA HYDRO SYSTEM

PURE NATURE HAUTE TECHNOLOGIE



F
Fauvert
PROFESSIONNEL

MADE IN FRANCE

LOTHMANN PARIS

Lothmann
Paris

COLOR CONCEPT SINCE 1983

Lothmann Paris CEO Thierry Lothmann explained the inspiration behind his brand, saying, "Since 1983, my greatest satisfaction has been to see the women attending my shows smile. The pleasure is not merely a personal one, but resides in the ability to satisfy the clients' desires in due time. I consider a beautiful hairstyle to be, first and foremost, the expression and revelation of a woman's inner self. It must be the reflection of her femininity, her personality..."

My passion for this job, which goes back a long way, as well as the expertise I have acquired during fashion shows and work in a photo studio has allowed me to conceptualize

my own range of products, in order to provide a solution for each hair type."

The formulas were developed, tested and approved with the aim of satisfying our clients' search for the best results for hairstyling professionals.

Lothmann considers that making a contribution to the client's happiness creates the wonderful feeling of being faithful to oneself... "Working on textures, gloss, color, volume is what motivates us, what drives each of our stylists," he explains, "This makes us pay closer attention to the development of an even stronger connection between us at all times."

ABOUT US

Company Name:
Lothmann Paris

Company Address:
69 rue du Fayel
62 630 Etaples, France
Tel. +33 (0) 3 21 84 88 39

Website:
www.lothmannparis.com

Founded in:
1983

CEO:
Thierry Lothmann

Export Manager:
Luce Loubet
luce.loubet@lothmann.com





COLORIST SUCCESS

Lothmann Paris is developing value-added technical services so that the hairdresser-stylist can attain optimal positioning and retain premium customers, matched by targeted marketing strategies to help the hairdressers attain these goals. The beauty images provided are designed to be unique, fashion-forward, glamorous and cosmetic.

None of the company's technical product are being sold on any marketplace, so resale products are sold at the same price as in the salon. Moreover, Lothmann products are color coded to help differentiate among them and avoid misappropriation of your recommendations. After all, this is one way to ensure that the technical services and your advice provided behind the chair remain the added-value of your work.

REASONS WHY

- **40 years in the hair industry**
- **Constant innovation and development**
- **Specialist in in-salon technical services**
- **Sold exclusively to professionals**
- **A wide range of in-salon and retail products (hair care and styling)**
- **Strong knowledge of training and education**



TRAINING

Lothmann Paris professional products require training, which is essential to the development of the brand. High-performance and innovative Lothmann Paris products are at the heart of the company's strategy and brand. With these added values backed by targeted training sessions offered by the company, the client is certain to continue returning regularly to a Lothmann salon for the most creative and professional hairdressers!

LOTHMANN PARIS BEST OF PICS

Follow us on Instagram and Facebook to view the weekly Lothmann Paris «Best of Pics» that promotes our hairdressers' top pictures!

STAR PRODUCTS

UNITED BLOND

The white powder

Non Volatile. It is suitable to achieve up to 7 levels of lift! Specially formulated for highlights or bleaching with boards.

The green powder

Suitable for lifting highlights from a base 2; It is specifically designed for dark bases. Green pigments neutralize unwanted red or orange highlights.

The purple powder

Suitable to achieve up to a 6 levels of lift from a base 5. Purple pigments neutralize unwanted yellow and yellow-orange highlights.

NUTRI VITAL

Booster Hyaluronic

250ml

This new fiber rebuilder benefits from very powerful active ingredients that help save and repair highly damaged hair deep from within. Collagen is responsible for hair's elasticity, tone and the continuous renewal of its cells. Keratin brings strength and suppleness. It makes hair manageable and styling results long-lasting.

UNITEDCOLOR

Intense

100ml

UNITED COLOR INTENSE offers 85 shades. It lightens up the hair up to 4 levels and covers 100% of grey hair. The formula is enriched with argan oil.

Shine

100ml

UNITED COLOR INTENSE offers 57 ammonia-free shades.

It lightens hair up to 3 levels and covers 100% of grey hair.

The formula is enriched with shea butter.



blondes&shades MASK COLOR UNITED COLOR UNITED BLOND SHOOTING

The ammonia-free blue powder

Perfect to achieve up to 5 levels of lift from a base 6 or 7.

Blue pigments neutralize unwanted orange and yellow-orange highlights.

Lothmann[®]
Paris

COLOR BLOND

DOUBLE ACTION

SHAMPOOING &
SOIN BLOND PARFAIT

À L'HUILE DE NYAMPLUG
HYDRATE ET NOURRIT EN PROFONDEUR



Pour plus d'information, n'hésitez pas à nous contacter au 03 21 84 88 39
ou sur notre site : www.lothmannparis.com

THE REAL FRENCH SENSE OF BEAUTY

MK France is a French company based in Paris that has created a brand concept consisting of both haircare products and services utilizing multiple channels of distribution. The products in the Myriam•K Paris range reflect the personality of its creator, perfectionist and demanding: Myriam Keramane.

A 360° PHILOSOPHY

Thanks to the creativity and professionalism of this woman, whose vision covers the entire world, a gap has been filled in the world of hair care and beauty. The Myriam•K Paris lines were created to anticipate the needs, desires and trends of the present era. Both women and men, concerned with their



appearance, need a secure, high-tech response, to rediscover beautiful, stunning hair. This is the Myriam•K Paris promise: products made in France, top of the range, in keeping with the current trends, allowing all of its users to feel totally confident.

A WOMAN AND HER DREAM

"You often end up doing what you love" says Myriam Keramane, founder of Myriam•K Paris. She dropped out of law school at the age of 20 to follow her family's footsteps and do what she loved: haircare. Her passion for techniques and makeovers led her to delve deeper into the profession and research products that she couldn't find on the market. This was her thought: if she couldn't source them, she'd make them herself. Myriam is totally devoted to letting her clients' beauty shine and her astonishing success opened new doors to her. She decided to throw

ABOUT US

Company Name:
MK France

Company Address:
55 Rue Pierre Charron
75008 Paris - France
Tel. +33 1 84 06 40 43
E-mail: commercial@
m-kfrance.com

Website:
www.myriam-kparis.com

Social Media:
Instagram: @myriamkparis
Snapchat: @therealmyriamk
Youtube: @myriamkparis

Started in:
2010

President & Founder:
Myriam Keramane

**Global Commercial
Director:**
Youcef Bennadja

Number of Employees:
20

Main Brands:
Myriam•K Paris

Founder of
Myriam • K
Paris, Myriam
Keramane
will settle for
nothing less
than perfection
in her products.



herself into the role of a hair product designer in 2010. Myriam • K Paris is an umbrella brand that offers innovative haircare services. In the cosmetics sector, the «Made in France» label is universally appreciated. In Europe and elsewhere, French brands continue to enjoy a select position. France sells, that's for sure. At home and abroad, the three-coloured flag allows distributors to set their products apart, and allows retailers to offer a little bit of the French art of living... Distribution and sale of Myriam • K Paris products means profiting from the popular influence of «Brand France».

AN EFFECTIVE MARKETING MIX

Myriam • K Paris offers innovative, high-quality products, attractive packaging, a variety of points of sale (wholesalers, concept stores, hairdressing salons, etc.), excellent communications, easy access to the products and affordable price categories for each customer segment. The Myriam • K Paris Group brands are present on all the distribution channels and carefully positioned in various, completely complementary niches, in order to satisfy the gamut of demand.

REASONS WHY

- **Selective, high quality and complete professional product range and services**
- **Very high quality products in terms of performance & reliability**
- **Products developed to meet market demands**
- **High-quality active ingredients**
- **Constant research and innovation**
- **Prestigious French brand**
- **Customer loyalty**
- **Products Made in France**

STAR PRODUCTS



Style, design,
and quality
Made in France
with plenty of
savoir-faire.

Lissage Français®

This is a thermo-active straightening treatment enriched with diamond powder, lily blossom, hyaluronic acid, cashmere keratin. Myriam • K Paris draws on hair culture and tradition from across the continents to develop treatment techniques that bring the very finest expertise from around the world to all women. As a leading country in the cosmetics and luxury sectors, France deserves a treatment in its own name. It was high time that a French brand left its mark and gave the world a truly sumptuous Made in France product. This thermo-active taming treatment reduces

of ingredients are brought together to give multidimensional shine that adds depth and richness to your colour while protecting and caring for your hair. This revolutionary deep treatment relaxes hair 95%. Lissage Français® guarantees progressive straightening for controlled volume or an ultra-sleek look. Controlled volume: this straightening treatment allows reduces hair's volume and unappealing frizz. For intensely straightened hair, follow with 5 minutes of blow-drying. Or simply leave



excess volume and restore shine and moisture for ease of styling. It's easy to apply and ensures a perfect balance between precious natural ingredients and cutting-edge hair technology. The most luxurious

to air-dry after washing, for tamed, frizz-free locks. Ultra-sleek: specially-designed for those who aren't easily parted with their hair straighteners, this service ensures you won't need to pick them up again for a good few months.



55 rue Pierre Charron
75008 Paris

myriam-kparis.com
@myriamkparis
Snap: therealmyriamk



Soin disciplinant
thermo-dynamique
Enrichi aux extraits de:

- Poudre de Diamant
- Fleur de Lys
- Keratine hydrolysée
- Acide hyaluronique

RAPHAËL PERRIER ACADEMY

Raphaël Perrier

A TRAINING ACADEMY PRESENT IN 15 COUNTRIES

Born into the fourth generation of a family of hairdressers, Raphaël Perrier has won the prestigious title of World Hairdressing Champion four times. Passionate and committed, he travels the world to share and transmit his expertise to others.

President of the French Hairstyling team since 2011, he is a leading influencer on the international *haute coiffure* scene. His extraordinary career, his astute business sense, and his technical skills have made him one of best-rounded hairdressing talents of his generation, making his inimitable glamorous and contemporary style his hallmark.

INTERNATIONAL REACH

A worthy representative of French hairdressing internationally, Raphaël Perrier performs dazzling shows for the biggest hairdressing events organised worldwide. His avant-garde creations are revealed and spotlighted by perfectly choreographed settings and sumptuous costumes. Each show carries a strong message that gives it a unique dimension. Especially sustainable development, a strong value that aims to empower the profession while adopting best practices in everyday life and improving, on the level of hairdressing, the situation of our planet.



Raphaël Perrier, CEO
of the Raphaël Perrier
International Group.
Photos of the show
«L'avenir... aujourd'hui»
(The future ... today)
presented during the MCB
by Beauté Sélection
2017 in Paris.

ABOUT US

Company Name:
**Raphaël Perrier
International**

Company Address:
47 rue de Laborde
75008 PARIS, France

Website:
www.raphaelperrier.com

Contact:
raphaelperrier@raphaelperrier.com

President & Owner:
Raphaël Perrier

Core Business:
Professional and preliminary
training for independent
hairdressers, artistic
direction and creative
workshop for the world
of entertainment





A UNIQUE TALENT

The Raphaël Perrier style evokes above all a strong image and creates commercial collections. For his latest Spring-Summer 2018 collection, he was greatly inspired by the underground spirit to frankly and assertively reveal the true beauty of women. Pure and modern cut lines combine with smooth or soft hairstyles for easy-to-wear every day looks. On the technical side, the colouring work highlights each shape, with techniques inspired by make-up such as smoky and strobing effects, which subtly illuminate and bring dimension to the hair. Intense shades are available in a palette of purple, golden, copper or blond, to catch the light and make each woman unique and seductive.

Raphaël Perrier also masters the art of the chignon, with couture creations in elegant and timeless style, perfectly reflecting his signature touch. His rock and anti-conformist side is expressed through his men's collections, for which he proposes his interpretation of masculine beauty. A free-

REASONS WHY

- **World Hairdressing Champion**
- **50,000 hairdressers trained yearly**
- **French leader in digital training**
- **40 international and expert trainers**
- **200 partner academies in more than 15 countries**
- **Masterclasses and international shows**
- **Global Director Education And OMC Boarding Director**
- **Worldskills Business Partner**



The Raphaël Perrier method is the only cutting technique to be validated and certified by the OMC.

« The Organisation Mondiale de la Coiffure approves and validates the Raphaël Perrier training method, an innovative project that makes it possible to acquire strong professional skills in keeping with market trends and demands. It is a method that revolutionizes hairstyling with digital assets and a playful approach. As Global Education Director, Raphaël Perrier represents the values of the OMC in France and internationally through his academy, which trains more than 50,000 hairdressers a year all over the world. »

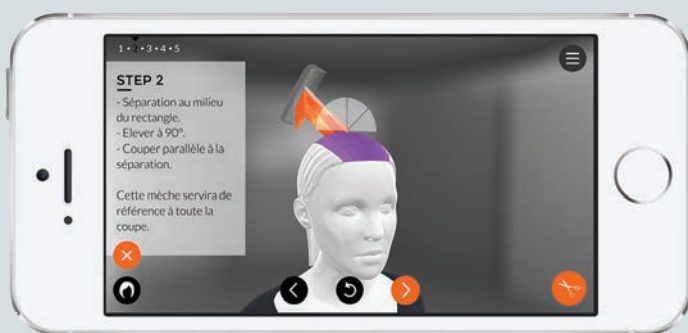


Salvatore Fodera
President of the OMC

wheeling, virile, and up-to-date vision. Sought out for his technique and his creativity, he also designs commercial and exclusive trendy collections for the largest French and international groups, which always reflect their individual image. His technical skills and originality enable him to continually refresh his outlook and creations.

AN EXCLUSIVE METHOD

Thanks to his expertise and his travels, Raphaël Perrier very quickly observed, both in France and abroad, that training methods (tools and content) were less and less effective. Consequently, professional know-how was flat-lining and the quality offered by hairdressing companies was decreasing. He therefore decided to create a unique method and has developed digital solutions to improve supports for future hairdressers and salon professionals. His cutting method,



based on geometry, angles and separations, perfectly meets the expectations of today's market and increases salon turnover, thanks to faster techniques that are easily implemented on customers.

STAR PRODUCTS

3D Simulator

The Raphaël Perrier cutting method features and exclusive 3D simulator. This technology was designed to facilitate learning, promote speed, help to understand and memorise the different stages of cutting hair. The tutorials proposed make it possible to virtually reproduce the cutting process and illustrate how to manipulate the hairdressing tools. Available for

is available 24 hours a day. These advantages, when combined with the Raphaël Perrier method, provide a better comprehension of geometry and the cutting process, as well as further work on angles and separations.

Various topics

To meet the expectations of the market as a whole, Raphaël Perrier has developed many topics. The classics include women's haircuts,



smartphones and tablets, the 3D simulator makes geometry in space and theory easier to understand and remember. This technology makes learning more fun, is perfectly adapted to new uses and

creative colouring, men's haircuts and barbering, as well as more advanced themes, such as chignons, braids, and beauty.

THE FRENCH LEADER OF ONLINE TRAINING

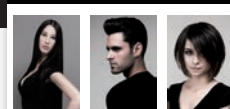
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FRENCH EXCELLENCE FOR HAIR

2010, Marseille: URBAN KERATIN begins. The business was born of the meeting between Mélanie Audouin and Bernard Bigiaoui, who decided to combine their 10 years of experience in the world of hairdressing to develop an unprecedented concept. At that time, there were many brands marketing Brazilian smoothing treatments, but their effectiveness was not always guaranteed and it was difficult to ensure their origins. More importantly, many of them were harmful to the client's health.

Together Mélanie and Bernard imagined a powerful Brazilian smoothing formula that would be formaldehyde-free.

The Concept: smooth hair while doing no damage, and even protecting it.

It took long months of research, but they succeeded in developing an original formula based on keratin and amino acids that could smooth and repair hair deep down with a prolonged effect.

This revolutionary smoothing formula worked on all types of hair, reducing curls up to 90% for 3 to 5 months. Obviously it met with immediate success, both in France and abroad, and continues to be their best-seller even today.

Thanks to this innovation, URBAN KERATIN is rapidly becoming a point of reference for keratin products.

ABOUT US

Company Name:

Urban Keratin France

Company Address:

15, Boulevard de St Loup
13010 MARSEILLE, France

Website:

www.urbankeratin.fr

Founded in:

2010

CEO:

Mélanie Audouin & Bernard Bigiaoui

Number of Employees:

Around 20

Activity:

Design, Manufacture and Marketing
of Hair Products



The brand now boasts a strong distribution network in France, counting more than 350 points of sale, and stands out as the leader in Brazilian smoothing. The company has continued to grow, but always on a human scale, with about twenty employees.

Today it is still loyal to its mission of developing products that guarantee technology, passion and ingenuity.



Diamonds are your hair's
best friend, too!

REVOLUTIONARY PRODUCTS

The strength of URBAN KERATIN lies in their ability to offer innovative and up-to-date products. Since 2010, 10 new ranges have been launched. For the most part, they combine keratin and diamond powder for the utmost shine and effectiveness.

The selected ingredients are of the highest quality and have inspired the development of exclusive formulas in the company's laboratories.

Ammonia-free oxydizing colour, colour remover, and the styling range all guarantee immediate and brilliant results. As there are different hair types, URBAN KERATIN offers specific ranges for each one, with a view to reaching as many clients as possible.

This is why today it is a must-have brand for salon professionals.

FRENCH SAVOIR-FAIRE

URBAN KERATIN products are developed with the utmost respect for European standards. French quality is found in the deep and lasting care offered by each and every range. This know-how also resulted in the BLONDE and BRUNE FROM ST TROPEZ ranges, which boosted the glamorous image of this French brand worldwide.

The brand pays particular attention to quality control. Indeed, the company owns their own



REASONS WHY

- **Leader in Brazilian smoothing**
- **Permanent hair color with no ammonia**
- **French quality**
- **Revolutionary products**
- **A wide variety of products**
- **A strong international presence**
- **100% integrated production chain**
- **Loyal digital community**

filling unit near Lyon and manage all their own logistics.

Thanks to the implementation of this 100% integrated production line, URBAN KERATIN is able to provide their clients with deliveries in record time. Education and coaching are also a priority. Technical training is offered regularly to guide hairdressers in offering their clients the best salon care possible.

AN INTERNATIONAL PRESENCE

Last September, during the MCB PARIS, URBAN KERATIN organised its first hairdressing show, aptly entitled URBAN JUNGLE. The event, which brought together over 200 hairdressers and distributors from around the world, was orchestrated by Bob Jeffy, the brand's hairdresser-ambassador. The hairstyles presented were inspired by the most beautiful exotic birds, from pink flamingos to royal peacocks. They reflected the diversity and richness of the world, a nod to all distributors around the globe.

This is more relevant today than ever, because URBAN KERATIN is now present in more than 25 countries, with a strong presence in Europe, North America and the Middle East. In Canada, hundreds of salons use URBAN KERATIN, while they count 400 hair salons in

Lebanon. This success is the result of a long-term plan, including participation in many trade shows around the world, like COSMOPROF and BEAUTY WORLD, every year.

DIGITAL POWER

URBAN KERATIN understands that it is essential to place their stakes on social networks. Today it has a strong community of more than 75,000 subscribers worldwide.

In this way, the brand creates a connection with Internet users by offering them targeted professional advice. They discover URBAN KERATIN products in a fun and interactive way through videos, tutorials, contests. These weekly meetings help to build community loyalty and introduce the brand to as many people as possible.

URBAN KERATIN has managed to create a relationship of trust with both professionals and the general public alike.

STAR PRODUCTS



Urban Diamant

Diamond powder joins forces with keratin to bring brightness, softness, shine, and radiance to hair. The shampoo, conditioner, and creamy care of this luxury range make them the best anti-ageing

allies for your hair, allowing natural restructuring.

Urban Color

An oxidation colouring with no ammonia, combined with the stimulating action of a new anti-ageing care technology 3.0:

hyaluronic acid, keratin, and diamond powder. The result: perfect grey coverage, extreme brilliance, long-lasting hydration, and rejuvenated hair.

Keratin Extreme Mask

Here's a real must-have. Its composition with bio-molecules of keratin and wheat protein penetrates and reconstructs the structure of damaged hair from the inside, while nourishing and moisturising it. It leaves hair shiny, soft, and easy to comb for 3 to 4 weeks.

Argan Keratin Serum

Thanks to its unique formula enriched with argan oil, jojoba oil and keratin, this serum moisturises, treats and prevents the ageing of all types of hair. It also enhances shine, suppleness and smoothness of the hair. Its effectiveness is thermo-active: in other words, is reinforced under the effect of heat while protecting the hair from irons and driers. This serum also eliminates frizz and split ends.

#1
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FRENCH SAVOIR FAIRE IN CUTTING-EDGE INNOVATION

Created in 1936 near Paris, Velecta Paramount launched the manufacturing of helmet hair dryers and copper washing tubs for hairdressing salons. Curling irons, heating brushes and other electrical tools for professional hairdressers were soon to follow.

Then, in 1964, a revolutionary styling technique arrived in France: the Brushing. The same year, Velecta Paramount moved into a new factory in Romorantin and began manufacturing its first professional hair dryer called: Brushing!

The company quickly invested in a very elaborate R & D structure. Its fundamental priority,

always on trend, has always been to improve the environment and the daily life of salon professionals by providing them with tools of their trade that are increasingly powerful, quieter, lighter and with focus on ergonomics for maximum comfort.

Since 2016, consumers have also been able to also enjoy using these advanced technologies. Patented technologies and ergonomics worthy of recognition by international design awards are just some of the most important innovations Velecta Paramount 100% has developed in its workshops, which are still located in Romorantin in France.



Above: President Michel Guillosson.
Right: the plant in Romorantin.

ABOUT US

Company Name:
**Velecta
Paramount Paris**

Company Address:
Zac De La Grange
41200 Romorantin - France
Tel: +33 02 54 94 12 10
Email:
contact@velecta-paramount.com

Website:
www.velecta-paramount.com

Started in:
1936

President:
Michel Guillosson

Export Manager:
Yolande Mousnier



50 YEARS OF INNOVATION

In 1965, Velecta Paramount brought forth the first professional hair dryer: the SaM (Blow Dryer). This 600-watt hair dryer was three times more powerful than other blow dryers available at that time.

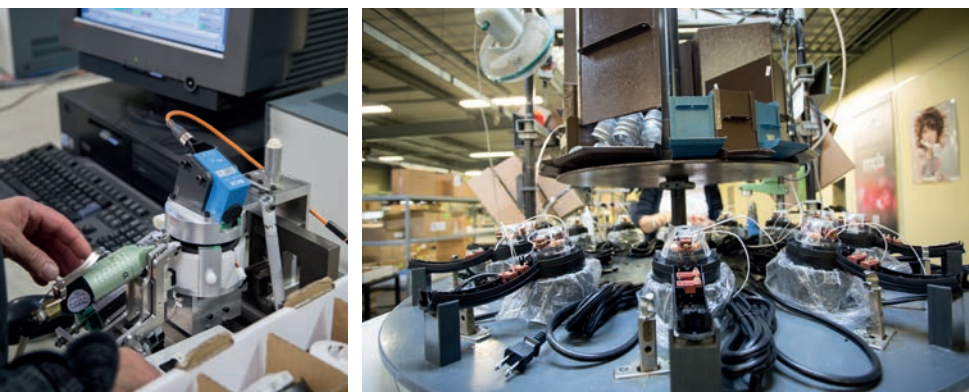
Always with hairdressers in mind, Velecta Paramount conducted a survey of 300 hairdressers with typical professional attributes



Velecta is proud to participate in international trade fairs, demonstrating their cutting-edge innovations.

REASONS WHY

- **100% Made in France**
- **100% Handmade**
- **Manufacturing company located in Romorantin in the region of Centre Val de Loire**
- **80 years of expertise**
- **Integrated Research and Development Department**



and launched, in 1983, the TGR (Très Grande Rapidité) (Great Speed), as a nod to the TGV, (the High-Speed Train). This hair dryer combined the qualities necessary to enable hairdressers to work faster and with less fatigue. In 1989: Michel Guillosson took over Velecta Paramount, which was then a subsidiary of L'Oréal. In 1995, Velecta Paramount launched the Tempo SL. With the lowest noise level



STAR PRODUCT

i-flex

Deriving from more than 5 years of research, i-flex benefits from state-of-the-art technology that allows custom drying for all types of hair. Powered by a smartphone, this revolutionary hair dryer can be set according to a hair profile for completely personalized drying Lightweight, manoeuvrable and quiet, i-flex offers remarkable performance, with 2300W of power and a maximum airflow of 100 m³/hour. A true jewel of technology, i-flex adapts to your preferences to ensure a professional blow-dry. Cutting-edge design allowed this hair dryer to win the 2017 innovation prize at the Salon Mondial Coiffure Beauté in Paris. Like all

Velecta Paramount models, i-flex is entirely handmade in France. Profile Mode: thanks to the dedicated mobile application available on Android and iOS, i-flex defines optimal temperature, speed, and ionization according to the type and the sensitivity of your hair (thick, fine, curly...). Permanent temperature control of the air guarantees drying without heat damage. Advanced statistics let you track the usage of your i-flex with real-time visualization: usage time, temperature, average speed and power consumption. The i-flex communicates with your smartphone via a built-in BLE module (Bluetooth Low Energy). Off-line mode: it is also possible to use your i-flex off-line: 3 levels of temperature and 3 speeds are available to you, as well as a cold shot and an ion generator switch.

ever achieved at that time - 63 decibels - the Tempo SL limits the risk of hearing loss and effectively dries hair without damaging it, thanks to its high air flow and its homogeneous temperature. Then in 2003, Velecta Paramount launched its TGR 3600: the first ultra-compact and super-light hair dryer! True technological innovation that surprises and appeals to the user, this hair dryer also helps prevent or mitigate musculoskeletal disorders. This hair dryer continues to be the leader on the French market.

With a view to offering improved working conditions to the hairdresser, Velecta Paramount launched its e/r/a model in 2014. With 62 dBa, the e/r/a is one of the quietest models on the market, if not the quietest!

Always at the forefront, it was at the Mondial Coiffure Beauté in 2017 that Velecta Paramount presented its brand new hair dryer: the i-flex: the first hair dryer connected to the world.

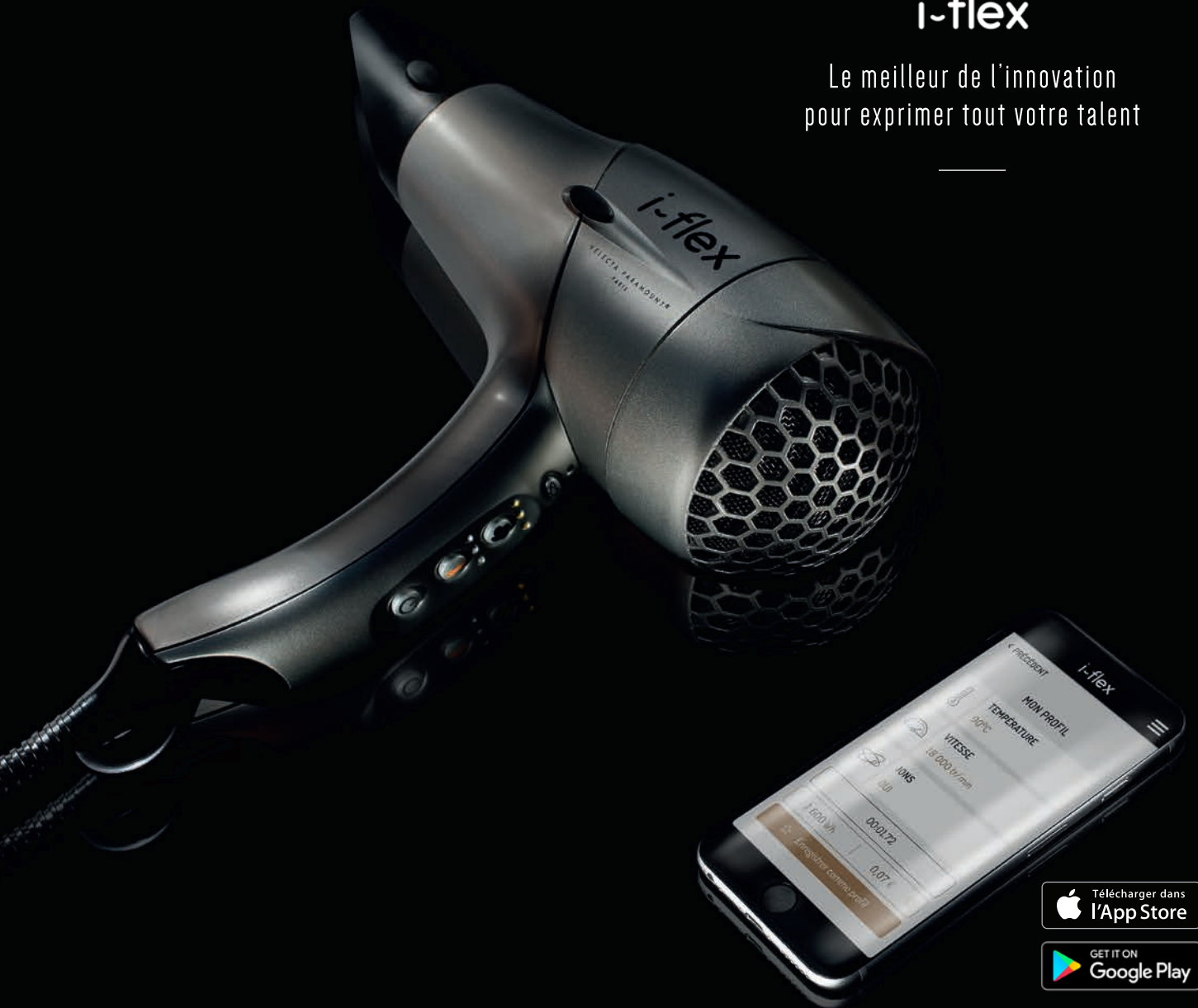


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