

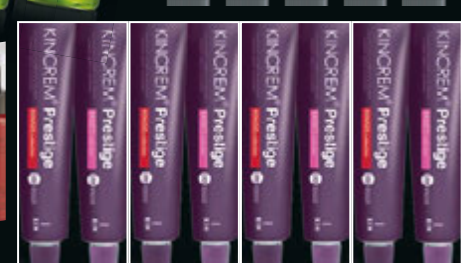
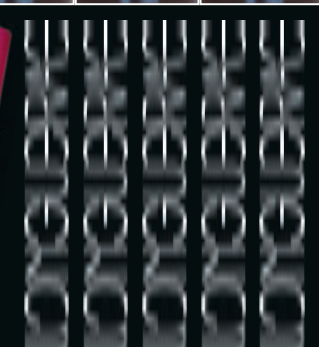


ESTETICA

BEST IN SPAIN



**AN EXCLUSIVE
SELECTION
OF THE BEST
HAIR PRODUCTS
MADE IN SPAIN
FOR LEADING
DISTRIBUTORS**



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



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THE SPANISH BRANDS THAT DO IT BETTER

Welcome to the latest edition of this special “Best in Spain”, a publication whose mission is to provide rich information about several outstanding companies that manufacture professional hairdressing products made in Spain and aspiring to find distributors from all over the world.

We offer detailed and specific information about firms with an impressive track record, especially interesting for hairdressers and consumers. At the same time, we analyze a portfolio of extraordinary quality products with a history of success in countries in every corner of the globe.

By plunging into these pages you will discover several companies that have contributed to turning the “Made in Spain” concept into one of the most recognized and respected labels in the world of global and professional beauty. We discover their background from the beginning in order to understand their current success, we analyze the key to success of their extraordinary present situation in the beauty sector, we present the star products that are succeeding in markets around the globe and the main reasons why these firms continue to be at the forefront of the most recognized companies, in addition to an excellent future projection in our industry.

What do we need to be in the best position in a globally successful company? The answer is the perfect combination of research, development and innovation, a product catalogue marked by excellence, the right quality/price ratio, ongoing investment in marketing and communication, resilience, flexibility and a wise selection of distribution channels, proximity to the different international partners and so much more. These characteristics define the “Made in Spain” concept and set the stage for a success story on the global market of professional hairdressing for the companies presented in this special issue.

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BEAUTY FROM SPAIN

Last year in Spain (2018 data), the Beauty Pro channel was the one that experienced the highest growth rate, reaching 3.5% for the consumption of products for professional use in beauty salons*. This channel was positively impacted by the tourist traffic in Spain in 2018 (with more than 82.6 million travelers), with consumers clearly expressing their preference for professional products and services. Indeed, 56% of sales occurred in settings where a professional consultation was available.

There are also indirect indicators that point to the positive evolution of this channel. For example, the average number of employees has increased from 2.4 in 2013 to 2.6 in 2017. This also held true in terms of weekly services performed in these salons and spas. For example, the frequency of visits for hair removal, massage, body treatments, facials and skin cleansing has continued to grow, which is a very positive and relevant indicator. Instead, growth in the hairdressing channel

does not always follow suit, indicating a fragmentation of the sector. For example, barbershops manifested double-digit growth rates while traditional salons tended to be more stagnant. Regarding the average number of workers, we see that there are 2.2 average workers per hairdressing salon, which has remained a constant since 2013*. Regarding services, it can be observed that the number of weekly cuts (more for men than for women), color and other in-salon services, such as smoothing, are growing moderately.

In Spain there is a hairdressing and/or beauty center for every 900 inhabitants, a figure that is double the European average. 30% are not profitable, according to STANPA data. Experts point to the forthcoming gradual disappearance and concentration in the number of salons, which number 50,000 currently in Spain compared to a European average of 22,300. According to data from the Spanish Cosmetic, Toiletry and Perfumery Association (STANPA), these businesses created approximately 200,000 in related jobs and 35,000 direct jobs, generating a turnover of about 5,200 million euro.

Despite somewhat disappointing figures, the results obtained in the Sector Consultation on the evolution of Hairdressing and Aesthetics, carried out by the National Association of Companies of the Professional Hairdressing and Aesthetic Sector (ANEPE), indicate that 60% of professionals maintain a perspective of positive growth for all 2019, also thanks to the current economic situation and an increase in consumption. On the other hand, the future is most certainly hopeful for barber shops or highly specialized salons, as in the cases of





men-only, “bio” hairdressers, or hairdressers exclusively dedicated to hair coloring.

In July 2019, STANPA, the Spanish Cosmetic, Toiletry and Perfumery Association, and ANEPE, National Association of Companies of the Professional Hairdressing and Aesthetic Sector, signed a collaboration agreement to promote the knowledge, training and internationalization of companies in the sector. STANPA includes the main Spanish companies that manufacture cosmetic products, including those aimed at the professional channel, such as hair color, hair products, and facial or body treatments. ANEPE, for its part, brings together the main manufacturers and distributors of tools, machinery, decoration and furniture, cosmetic products and makeup, for the professional hairdressing and beauty channel. The synergies between these entities make it possible to optimise expertise throughout the value chain of professional beauty channels.

Among others, the services proposed for all partners would include joint participation in national and international fairs, specialized studies in hairdressing and aesthetics, courses focusing on technical and multidisciplinary content adapted to the specific needs of these professional channels, as well as technical and legal advice.

Founded in 2007, ANEPE is the National Association of Companies of the Professional

Hairdressing and Aesthetic Sector, which brings together manufacturers, distributors and wholesalers of products for the professional hairdressing and beauty sector. ANEPE is a non-profit association that seeks to institutionally represent, reinforce and protect the common interests of its member companies, as well as publicize the importance of the sector and its companies, promoting their competitiveness through innovation and modernization.

The association also acts as a source of information for its members, providing the latest business news and promoting the corporate image of their members to boost brand recognition. Indeed, companies in this sector face a variety of challenges: intense competition from other operators on the Spanish market, the impact of online sales, the pressure of Asian and other markets, and even political and economic instability.

In this context, ANEPE becomes a forum where members can exchange their professional experiences by participating in projects and business opportunities that help ensure a competitive edge. The Association also has different collaboration agreements which translate into advantages and discounts for member companies.

*Source: STANPA - Spanish Cosmetic, Toiletry and Perfumery Association
ANEPE - National Association of Companies of the Professional
Hairdressing and Aesthetic Sector

THE SMOOTHING EVERYONE IS TALKING ABOUT

Alterlook is an innovative beauty brand created by professional stylists who know the needs of today's beauty centres. Alterlook is a brand that is conscientious and respectful of the environment, which takes advantage of the properties and benefits of natural, botanical, and organic ingredients to offer excellent hair treatments while optimising profitability. With more than three years on the Spanish

market, Alterlook has managed to position itself as a brand of cutting-edge hair cosmetics, thanks to its professional lines developed under the most modern cosmetic technology, and the constant and preferential support offered to professionals in the barber shop sector. The company has participated as an exhibitor in the main beauty fairs in Madrid and Barcelona, which has allowed it to expand

ABOUT US

Company Name:
Alterlook

Company Address:
Carrer de Sants 25.
Local. 08014.
Barcelona. Spain
Email: hola@alterlookhair.com

Website:
<https://alterlookhair.com/>

Founded:
2016

Director/Manager:
Danilo Da Silva

Marketing Director:
Saul Villalba

Sales Director:
Juan Manuel Martínez

Number of Employees:
6

Main Brands:
Onlys, iNNOVA, Alquimix,
alteresense



Alterlook is a brand with huge potential thanks to the quality natural products and a strong focus on hairdresser training for all lines.

its reach to professionals throughout Spain. Its four product lines are present in the best beauty centers and its market share continues to grow with prospects to conquer the European market. Onlys, iNNOVA, Alquimix and alteresense are the four professional lines



that today make Alterlook the young brand of hair cosmetics with the greatest potential for growth in Spain.

These products seek to respond to the growing need for more natural beauty treatments, without toxic components, and respectful of the environment.

The company's commitment to vegan lines and the use of botanical assets, essential oils and natural ingredients such as fruits or hyaluronic acid, is its best calling card to distributors and wholesalers looking for modern products that meet the needs of an increasingly demanding sector.

Alterlook's smoothing treatments guarantee safe and stunning, long-lasting results.

REASONS WHY

- Focused on environmental protection and sustainability
- Natural, botanical, and organic ingredients
- Cutting-edge hair cosmetics
- Optimizes the hairdresser's time to boost profitability



STAR PRODUCTS

Onlys Botanical and Vegan Smoothing Products

Onlys is the first botanical and vegan smoothing without shampoo, for simple, faster, one-step application. This product is free of formaldehyde and ingredients derived from animals, yet deeply nourishes and regenerates all types of hair with natural smoothness for up to six months. Onlys exclusive formula was developed in Brazil and contains botanical ingredients like aloe vera, ginseng and citrus fruit acids. Onlys aligns the hair fiber, smoothing and restoring the hair to eliminate frizz, strengthen it, leaving it shiny and naturally soft. With the one-step botanical and vegan

iNNOVA, the secret to perfect smoothness

The blend of hyaluronic acid, collagen and stem cells offers a 4-in-1 capillary line perfect for smoothing treatments, hair lifting, detox and reconstructive smoothing for up to 6 months, all while reducing volume, preventing frizz and eliminating waste to oxygenate the hair and strengthen it. The iNNOVA line holds the secret to perfect smoothing that lasts longer and optimizes the professional's time. A complete option of hair treatments in a single kit of products that includes clarifying shampoo, active straightener, stem cell mask, and Detox serum. With iNNOVA, professionals can attain the perfect smoothing treatment, define the curl with hair

Alquimix, the power of natural oils

Alquimix is a 3-in-1 professional line for 100% customized hair treatments based on the fusion of natural essential oils, which allow treatments for Color, Anti Frizz and Deep Hydration, separately or at the same time. Natural oils have multiple properties and provide the nutrients, minerals and essential fatty acids that make them the best allies to prevent other issues or treat and protect hair. Its customized formula allows you to personalise treatments depending on how the oils are combined and according to the client's hair characteristics and needs. Alquimix helps to seal the hair fiber and prolong the color for a longer time, acts as an anti-frizz agent and

alteresense, the express beauty ritual

A line of facial treatment for hairdressers alteresense is an express beauty ritual that takes only 15 minutes, designed to provide hairdressing professionals with a new facial service that protects, moisturizes and rejuvenates the skin thanks to extracts of plant origin, proteins and vitamins. alteresense provides a complementary and differentiating facial moisturizing service that maximizes the benefits, since it can be provided in tandem with other hair or color treatments that require a waiting time that is usually time last waiting in beauty salons. With this line, professionals can take



smoothing, professionals save up to 60 minutes in the application of the treatment and guarantee their customers a natural smooth suitable for curly, dyed, washed and colored hair. Format: 500 ml - 10000 ml

lift, recover and nourish damaged hair with plant stem cells and treat scalp abnormalities such as dandruff, dryness and seborrhea with Detox. Clarifying shampoo (1000 ml), Active straightening (1000 ml), Stem cell mask (500 ml), and Detox Serum (300 ml).

providing greater elasticity, while repairing, hydrating and reconstructing the hair fiber deep down. Clarifying shampoo (1000 ml), Fruit mask (1000 ml) Moisturizing conditioner (1000 ml) and three natural oil serums: PROTEC COLOR (50 ml), FIRZZ CONTROL (50 ml), DOUBLE HYDRATON (50 ml)

care of their clients, offer an exclusive and different treatment, which will help them to make better use of the time in the salon and increase benefits for the client. Cleansing milk (500 ml), Toner (500 ml), Scrub (250 ml), Mask (250 ml), Final cream (50 ml)



BOTANIC HAIR SMOOTHER

WITH THE EXCLUSIVE FORMULATION OF:

GINSENG, ALOE VERA AND CITRUS EXTRACT



**THE FIRST
BOTANIC AND VEGAN
HAIR SMOOTHER
WITHOUT SHAMPOO**



ARTERO

ARTERO

110 YEARS TOGETHER, OUR GREATEST ACHIEVEMENT!

ARTERO - A BRAND WITH OVER 100 YEARS OF HISTORY

The Artero family founded the Company in 1909 and the grandfather, father, son and grandson passed on their knowledge from generation to generation. Today, Alex and Edu Artero - directors of the company - are the great-grandsons of the founder Pascual Artero. The history of Artero is an example of a family business capable of transforming and adapting themselves to the current times to

meet the needs of their customers. The main specialization of the company is professional tools and accessories for hairdressers. In the first half of the 20th century, the company started producing cutting tools and sharpening scissors. ARTERO, by improving their skills step-by-step, expanded its range, gaining recognition and respect as a brand name outside of Spain.

Currently, ARTERO is not just keeping pace with the times, but is actively investing in the

ABOUT US

Company Name:

Artero SA

Website:

www.artero.com

Founded in:

1909

President:

Alex Artero

Founder:

Pascual Artero

Export Manager:

Oscar Benito

For Info Write to:

oscarbenito@artero.com

Number of Employees:

60

Turnover 2018:

11 million

Main Brand:

Artero



Alex Artero, great-grandson of the company's founder, is at the helm of Artero.

development of new technologies. The company uses the best grade of steel for hairdressing scissors and blades for hair clippers and trimmers. Top quality, ergonomic design, comfort and ease of use - this is the modern benchmark of ARTERO. Great attention is paid to aesthetic design elements as well as



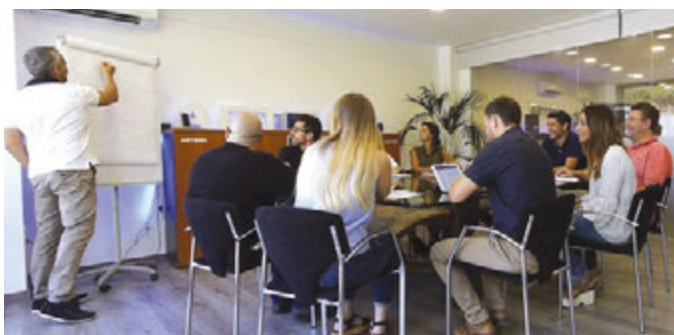
the product itself, from color and light displays to packing with vintage decor elements. The reliability and durability of ARTERO products has long been famous outside of Spain. In confirmation of this - the company boasts a wide distribution in countries like Albania, Argentina, Andorra, Bolivia, Bulgaria, Croatia, Czech Republic, Cyprus, Denmark, Finland, France, Greece, Iceland, Israel, Italy, Lithuania, Moldavia, Paraguay, Poland, Portugal, Romania, Sweden, Switzerland, UK and Ukraine. ARTERO is constantly improving and adapting its products and development strategies to deal with the new conditions in international markets, participating in all important exhibitions and congresses all over the world. Artero offers a wide range of cutting and thinning scissors to make the daily work of professionals as easy as possible.

IN 2014, THE COMPANY OPENED AN OFFICE IN THE US TO SUPPLY THE NORTH AMERICAN MARKET DUE TO THE GROWING DEMAND

ARTERO Technical Service has state-of-art equipment to handle any kind of sharpening or repair with maximum speed and efficiency. The Artero team of professionals has attained

REASONS WHY

- **Founded in 1909 by Pascual Artero**
- **A family company with headquarters in Barcelona, Madrid, Valencia and Miami**
- **Presence in more than 40 countries**
- **Manufacturer and distributor of professional hairdressing products**
- **Constantly striving to develop technological innovations**

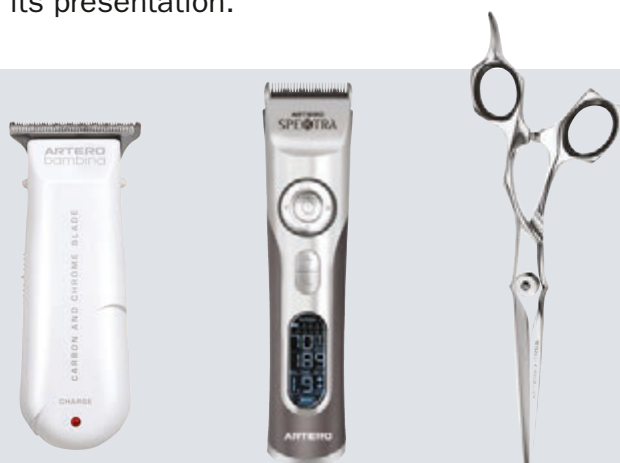




extensive experience to guarantee the highest quality in after-sales service in all our repairs. The company now offers a new laser engraving service to customize tools like scissors with the customer's name or logotype.

Artero invests actively in the development of new technologies, offering high-quality products quality, with an ergonomic design, facilitating comfort and use.

The range of products is given a great deal of attention, from the aesthetics and the design elements to the final product. Artero also takes care of the little details, from the color to the functions, from the packaging to its presentation.



STAR PRODUCTS

M618 Bambina

A small clipper that is very handy for difficult areas and very technique. Works even without a cable. Nominated Product of the Year by Salón Look. Including: T-shaped carbon blade. Blade cutting height: 0.05 mm 3, 6, 9 and 12 mm blade attachments. Characteristics: Maximum definition of cut. Ergonomic, lightweight and easy to use. Charge indicated with LED: - Green: Fully charged. - Red: To be recharged. Casing color: White. Dimensions: 10 x 3 x 4 cm. Weight: 128 g Battery: NI-MH: 2.4V/750 mA. Charge time: 8 hours. Autonomy: 65 minutes. RPM: 3100 rpm.

M629 Spektra

A 5-speed clipper that can be used with or without a cable. Faster, longer autonomy, and more comfortable. Characteristics: Digital control Cutting height: 1-1.3 -1.6 -1.9mm RPM. from 5000 to 7000 Autonomy: 4 hours average. Battery level indicator.

Lithium-ion battery Charge time: 180 min. Power: 7W Rated power: 110 - 240V. Speeds: 5 Weight: 280 g Dimensions: 195 x 40 x 40 mm Blade: fixed Attachments: 3, 6, 9, 12, 15. 18. 21, 25 mm. Including: Ceramic blade with titanium coating. Charging base. Oil and cleaning brush. 1 Battery.

T65660 Scissor Xtrem

6" professional hairdressing shears. Characteristics: Extremely hard Swiss Powder Steel Design: ergonomic off-set handle. Blade with concave contours. Ball-bearing Hardness: 61HRC +/-1 Integrated finger rest.

S292 Hair dryer

Tekila F4

Hair dryer for professional finish* that reduces drying time by half. Its compact design belies a 2300W AC power motor that provides a powerful air flow. Dries hair faster than ion generator driers and reduces frizz while maintaining hydration. Cold shot button to help fix the hairstyle when the blow-out is finished. Easy to handle for both right-handed and left-handed people. Characteristics: Power: 2300 W. Motor: AC. Airflow: 113 m3/h. 3 buttons: Cold shot, temperature control, speed control. Speeds: 2 Temperatures: 2 Maximum temperature: 130°C 3 metres of cable. Including: 3 nozzles + 1 diffusor.



The Art of Hairdressing

SUSTAINABILITY AND QUALITY IN A HAIRBRUSH

Dessata was born in 2012, in Alcocebre (Castellón). Since the beginning its business vision has been to turn Dessata into the trust mark for women around the world in terms of health and beauty of their hair. Through the development of its corporate values, the know-how of the company and the projection of its social values, Dessata works every day in its corporate mission: producing the best brushes and hair care products.

From the very first day Dessata has aimed to be a brand 100% linked to Spain because of its transmission of values and its choice of local productive processes, discarding offshoring to emerging countries in order to be able to maintain the values on which it is based. All development, creation and design processes of the products take place in the offices in Alcalá de Xivert (Castellón). On the other hand, the production of brushes, packaging and the various promotional support of the company are distributed in different parts of the national territory. This way Dessata can verify that the current national and European legislation is respected in terms of environmental issues as well as in terms of human, social, and labour rights, while maintaining high quality standards and generating employment and national enhancement.



Rafael Farnós was recognized as Entrepreneur of the Year, last February.

ABOUT US

Company Name:
Dessata

Company Address:
Avenida de las Fuentes, 11
12579 Alcossebre
(Castellón) - Spain

Website:
www.dessata.com

Founded in:
2011

President:
Rafael Farnós

Founder:
Rafael Farnós Martínez
and Rafael Farnós Garbí

Export Manager:
Jaime Albert Fox

Number of Employees:
10

Turnover 2016:
1,750,000 euros

Main Brands:
Dessata

INTERNATIONAL VOCATION

Its national vocation coexists together with a strong aim to be international. Dessata currently exports to 55 countries on all continents, representing 85% of the total volume of the business. A sample of its international spirit is Dessata's staff, composed mostly of young professionals with multidisciplinary profiles who share an extensive background at an international level.

In recognition of this exporting strength, last February Dessata was awarded a prize by the Chamber of Commerce of Castellón in the Export Awards. These awards differentiate companies for their efforts in terms of exportation, tourism and social quality. Dessata received

an award as the Entrepreneur of the year in recognition of CEO Rafael Farnós.

THE IMPORTANCE OF ENVIRONMENT AND SOCIAL COMMITMENT

Following in the footsteps of concern for the local environment, Dessata advocates for sustainable development through the use of renewable sources in its daily activity. To manufacture its brushes the company uses clean energy, either wind-based, water or solar. In addition, all the paper used in packaging and any form of advertising has its origin in sustainable forests. On the other hand, packages are made of PET, a very easily recyclable material that offers the possibility of reusing it.

At the same time, through the Cosmoprof Boutique, Dessata collaborates every year with Look Good Feel Better, a non-medical, public service program that teaches beauty techniques to people with cancer to help them manage the treatment-related side effects associated with physical appearance. The program includes lessons regarding skincare and nail care, cosmetics, wigs and turbans, accessories and style by helping people with cancer to cope with the changes in their life by giving them a positive regard, focused on emotional well-being, and trying to minimize the impact on their daily lives.

REASONS WHY

- **100% made in Spain**
- **Customer-oriented approach**
- **Innovation at the service of people**
- **Quality and sustainability together in a hairbrush**
- **Original products adapted to the public**
- **Ergonomic design for users**
- **Young and dynamic booming company**
- **Brushing hair in more than 55 countries**

For 4 consecutive years, Dessata has collaborated with this association donating products for sale. The full amount is intended for the association. In total, between the editions of Cosmoprof Las Vegas and Cosmoprof Bologna, Dessata has donated 4,000 brushes plus a direct donation to the funds of the organization.

On the other hand, along the same line of helping in the fight against cancer, actions have



Dessata was awarded a prize by the Chamber of Commerce of Castellón in the Export Awards.

been taken along with distributors based on the design of thematic brushes to collaborate with fundraising through selling the products as well as donating money to associations directly.

INNOVATION AND HAIR CARE

Dessata brushes are a step forward in hair care. The main innovation is based on a patented row of teeth arranged in three different heights (made of a special gel that ensures durability) and which bend themselves when they find tangles. This kind of brush prevents unnecessary breakage and pulling of hair, facilitating brushing and untangling all types of hair, even the most unmanageable. Its ergonomic design has been thought to adapt to the shape of the hand and the bending of the head, so the brush minimizes the effort required when it comes to styling hair. This makes it a perfect option especially for children, who can brush their own hair without fear of pulling it.



1



2

STAR PRODUCTS

Original (1, 2)

Dessata's original size with a patented row of teeth arranged in three different heights (made of a special gel that ensures durability) and which bend when they find tangles. This kind of brush prevents unnecessary hair breaks and pulling hair, facilitating brushing and untangling all types of hair, even the wildest.

Maxi (3)

With smart-3T teeth, its new design and its technical features ensure easy, quick and painless brushing for the wildest hair. Its innovation lies in the teeth (a 40% longer), which makes it particularly suitable for thick and dense hair.

Mini (4, 5)

It is a 30% smaller than Dessata's original model and easy to carry. It features a protective cover that prevents the brush from getting dirty when carrying it in bags, suitcases or backpacks. It is light and effective when disentangling hair, so it is perfect for using it wherever you may need it.



4



5

Dessata brushes have been designed with the needs of all users in mind. They are available in three different formats: original (the classic model), maxi (with smart-3T teeth) and mini (a 30% smaller size with a protective cover, designed to be easily transported in bags, backpacks or on trips).



3



Dessata presents its 2017 Special edition Prints. Two special edition printed detangling hairbrushes, with two new wonderful designs, **Dolce Vita & Love**. Available in Original, Mini and MAXI sizes.



www.dessata.com info@dessata.com



HAIRCONCEPT



QUALITY CAN'T JUST HAPPEN IT MUST BE CREATED

Hairconcept, a Spanish company based in Barcelona, has been producing and commercializing professional Hair Care products exclusively for professional use since 1982.

Hairconcept also stands out for the exceptional quality of their Color, Innovation and Professional Treatment, as well as having been recognized for Hair Growth products, which include some of the best shampoos for Hair Loss and vitamins for Hair Growth.

The brand offers a superb business opportunities and probability of success not just for the extremely high quality of their products, also for their commitment to offering the Hairdresser the necessary tools and skills for becoming a highly qualified professional expert in both hair care and styling.

As a supplier of integral solutions, the Hairconcept mission is to provide advanced services, training and innovation to our clients, with the



ABOUT US

Company Name:
Hairconcept
Professional S.L.L

Address:
Passatge Marimon 11-12
08021 Barcelona
T. 932 010 055
Email: info@hairconcept.es
international@hairconcept.es
export@extracareskin.com

Website:
www.hairconcept.es

Founded in:
1982

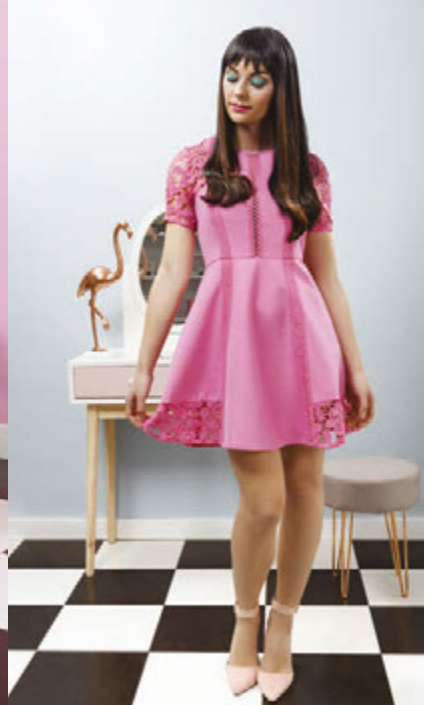
Export Manager:
Mr. Victor Camon



aim of promoting the development of their value as creative professionals.

HOW MUCH DOES YOUR HAIR MATTER?

At Hair Concept the company philosophy is that quality is something that must be created. "Our goal is to provide hairstylists with the tools to develop their own work with the



utmost professionalism, creativity and confidence by offering them high-quality technical products and optimal results.

HC means Experience.

Hairconcept is synonymous with hair experts, making them an unconditional professional Hair Care Brand with more than 30 years of experience and with their own manufacturing lab.

HC means Care.

With rituals for hair that are more effective, more natural, and better quality. Don't entrust your hair to just anyone! It is important to make the right choice.

HC means Innovation.

Hairconcept is an authentic and innovative brand, offering totally unique products. The company-owned laboratory works to develop the best proprietary formulas because they are committed to achieving unlimited professional results.

LOOKING BEYOND

Finding International Partners interested in working with a very professional brand with products designed and created to represent the highest quality and maximum efficiency is a primary goal.

REASONS WHY

- **Over 30 years of experience**
- **R&D in company-owned laboratory**
- **Ritual approach to hair care**
- **Committed to quality, education, and increasing the hairdresser's business**





The company mission is to help the professional hairdresser to continue growing their business, by providing them a very high quality professional range of products, made in Barcelona, Spain.

WHERE TO EXPAND

Europe, Arab Countries, Asia and America.

SKINCARE

developed to harness the strengths and benefits of Mediterranean Sea, known as the "Sea Between Lands" because it is circumscribed by 3 continents and represents the world's richest source of Biodiversity.

Extracare studies, analyses, creates and commercializes 98% of its products from their Proprietary Life Cycle, while total participation in the manufacturing process offers control and unique dedication to attain the absolute best results.

Extracare is based and manufactured in the Hairconcept Professional Lab in Barcelona. This high concentration of ingredients is the main elixir for Extracare, offering proven results thanks to the natural richness of the Mediterranean Sea.

EXTRACARE

has 3 main pillars:

1. ProCare Professional Beauty Facial & Body

commercialized by the Hairconcept natural lab, with the goal to intensify professional results. Intensifiers, Deepeners, Softeners...

3. The Stimul8 Skin program ensures a perfect balance between our highly efficient skin care products and the client's skin by using fruit compositions. Welcome to the Meso/ Skinceuticals world, thanks to products that offer the chemical-aesthetic benefits of peeling or cocktails that have immediate results for skin that is correctly balanced with natural products.

Extracare does not benefit only the customer, but the salon professional as well. These services help grow a customer base of people who prefer to use natural Mediterranean Sea skin care products and invites you to embark on the wide-open market of skinceuticals to earn higher revenues and/



EXTRACARE

Extracare products are characterised by being Earthly Natural in an average of 95% of their ingredients while providing 100% proven results. The Extracare was developed specifically to take care of every type of skin in a natural way. This professional range was

care products covering all skin types from dry, oily, sensitive, anti-age, anti-wrinkle and much more. 2. InnoCare offers innovative care to cover the intensive breakthroughs of professional skin treatments. Innovative products directly developed &

or receive continuous technical support from Hairconcept Extracare in training, marketing and other skills. Extracare is an innovative concept founded on the best Mediterranean ingredients. Extracare is a brand passionately focused on the professional with proven results.

KILL FORMALDEHYDE

KILL GLYOXYLIC ACID

KILL CARBOCYSTEINE

**Smooth your Hair in 10'
for 3 months**

No Iron needed

No formol or derivatives

Keratin Brazilian Style



77 YEARS IN THE PROFESSIONAL MARKET

Founded in 1942 by Narcís Oriol Quintana, Industrias Oriol has devoted their efforts to the manufacture of items for the hairdressing sector. They are pioneers in both the design and manufacture of these items in Spain. Their wide range of products include more than 3,000 references; clips, rollers, combs, brush-

es, capes, neck wrap paper, hair straighteners... The quality of their products is endorsed by 75 years of experience. This, together with the full dedication and the constant efforts of a solid team, has led them to become leaders in the hairdressing and beauty sector in Spain since the 80's, and their prestige has

ABOUT US

Company Name:
**Industrias Oriol
1942 S.L.**

Company Address:
Ciudad de Asunción, 56
Barcelona - Spain
Tel. +34 932740784

Website:
www.eurostil.com

Started in:
1942

President:
Miquel Oriol and Narcís
Oriol (son)

Founder:
Narcís Oriol

Export Manager:
Ricardo Drumond

For Info Write to:
Export3@eurostil.com

Number of Employees:
42

Turnover 2018:
18 million euros

Main Brands:
Eurostil I, Pollié, Tassel
Cosmetics and Barber Line



Three generations of
Industrias Oriol: Xavier
– Import and New Product
Department; Marta – Direc-
tor of Marketing; Miquel –
CEO; Narcís Oriol- Founder;
Narcís (son) – CEO; Narcís
(grandson) – Administra-
tion; Marc – Director of
Eurostil Argentina.



now crossed borders. They currently export to more than 70 countries and own a wide distribution network not only in the domestic market but also overseas. Their core idea has always been to supply quality products. This effort has been successfully rewarded by a huge growth which led them to enlarge and modernize their facilities. Today, they have a modern factory and offices in Barcelona housed in a total area of 16,000 m².

75 YEARS IN THE BUSINESS

2017 marks a milestone: the 75th anniversary of Industrias Oriol. Narcís Oriol – who founded the company when he was 15 years old continues travelling monthly to Buenos Aires in his 90's with his wife Carmen Perez in order to monitor the business in Argentina – explained it in this way: "After the war I became friends with an airplane pilot who suggested I make hair clips. As I didn't have enough money to do it, I sold my bicycle to buy a press and started to manufacture manually in my parent's garage making 100 dozens of hair clips per day." Nowadays, metal clips are one of the products in Industrias Oriol catalogue since the very beginning. Narcís' sons (Narcís and Miquel) have been managing the company at their father's side during the last three decades just like the 3rd generation is doing with Narcís, Xavier and Marta in Barcelona and Marc in Buenos Aires.

FROM BARCELONA TO THE FIVE CONTINENTS

Narcís Oriol was also a visionary in the "export mentality". In the 80's they started supplying clients in France and Italy, and step by step, the



Blue colored, Industrias Oriol export areas.

REASONS WHY

- **Founded in 1942 by Narcís Oriol Quintana**
- **A family company with headquarters in Barcelona and subsidiary in Buenos Aires**
- **Manufacturers and importers in the sector. Renowned names in the sector including hairdressing, beauty and cosmetics top brands**
- **Leaders in the Spanish market, with presence in in more than 70 countries worldwide**
- **Committed to their distributors Worldwide**

export business has been growing until the present day. This field is so important that Industrias Oriol, in addition to the headquarters in Barcelona, owns a subsidiary with a manufacturing area in Buenos Aires which was started up in 2013. Starting from the origin with these hand-made hair clips, now the company has three business lines: Eurostil (hairdressing supplies), Pollié (aesthetics) and Tassel Cosmetics, (professional cosmetics) and Barber Line (Barber Products) with over 3,500 references. From the very beginning, Industrias Oriol has only sold their products to distributors and wholesalers. Currently they have over 2,000 clients in Spain and more than 1,000 worldwide. The relationship is based in their trust in the brand and the shared goal of "market protection".

INDUSTRIAS ORIOLO'S PRODUCTS

- Hairdressing products and tools like brushes, combs, hairdryers, curlers...
- Barber products are very popular. They produce a very complete line in this field called the "Barber Line" and they distribute other popular brands like Captain Cook, Elios, Myrsol or Mr. Bear.
- They are also starting in the cosmetic business with the TASSEL COSMETICS brand, opening a new market of cosmetics for face, body and hair care.



1



2



3

STAR PRODUCTS

Rectangular rubber brush with plastic bristles (1)

A classic item; ideal for styling and untangling long hair in one brushing.

Neck Wrap Paper (2)

This highly prestigious reference is essential for barbers and one of the products Industrias Oriol has been producing for a long time and is a bestselling export. Each roll serves 100 services.

Detangle Brush (3)

Three pin sizes and fully injected plastic. Available in different colours and combinations.

Bright Colour Tassel Cosmetics Hair Dye (4)

With over 70 tones, this hair dye contains



4

argan oil and keratine. It covers grey hair and is longlasting taking care of the user's hair and giving a soft sensation.

Professional Hairdryer: Compact (5)

Powerful hairdryer (2,000W) with compact and durable motor, ergonomic design, two swivelling nozzles and medium/large robust light polyamide casing. Includes a safety thermostat, extra flexible 3m cable and hanging ring as well as a cold air button. It has 5 temperature graduations, a stainless steel filter and a safety device which activates automatically in case of malfunction. Designed in Spain and available in different colours.



5

EURO *stil*
PROFESIONAL

Pollié 

 **TASSEL**
COSMETICS

"More than 75 years of experience and always thinking about the professionals".

Industrias Oriol 1942, S.L.

www.eurostil.com



Hairdressing



Barbershop



Beauty

INNOVATIS HAIR

INNOVATIS
Exceptional

INNOVATIS HAIR, HAUTE-COUTURE' FOR HAIR

Innovatis Hair was born with a clear and fundamental objective: to contribute to the professional sector of high-end cosmetics with unique products and innovative services. The intent was to offer the stylist, sector professionals, and the final consumer new opportunities and effective, safe and satisfactory results.

All product lines feature the use of exclusive ingredients and formulas with a high added value, which guarantee maximum results in hair

and skin beauty and care. These innovative products always offer a new ingredient, a new type of application, a new beauty routine, a new way of styling hair.

This philosophy has led the company to strengthen its R & D area, seeking to surprise the market every year with breakthrough products, making them the perfect ally of beauty professionals and stylists, while ensuring customer satisfaction.



Enrique Vera,
Commercial Director,
Javier González,
Export Manager,
Hector Llorens,
Marketing and
Production Director.

ABOUT US

Company Name:
Innovatis Hair

Company Address:
Carrer de la Verge 80,
03727 Xaló, Alicante

Website:
<https://innovatisworld.com>

Founded in:
2012

Director/Manager:
Javier González

Marketing/Production Director:
Hector Llorens

Commercial Director:
Enrique Vera

Export Manager:
Javier González

Number of Employees:
8

Main Brands:
Luxury Care, Gold Thread,
Scalp Lab, Naturex

INTERNATIONAL GROWTH AND RESEARCH

Thanks to this approach, Innovatis Hair has achieved, in a short period of time, international expansion and created varied and successful product families, focused on hair and skin care, for different types of beauty treatments and regenerative care, as well as for hair disorders.

An extensive portfolio of products for both professionals and the final consumer is the result of continual investments in research to create exclusive formulas with high added value, with no skimping on any resources. This guarantees that each Innovatis product contains only top quality ingredients.

The Innovatis experience is pleasant and safe, thanks to its exclusive formulas, which mix natural ingredients and cutting-edge technologies, to ensure customers fantastic results and a general sensation of overall well-being.



FIVE PRODUCT LINES

Innovatis Hair offers five product lines to help resolve all hair problems.

Luxury Care, absolute excellence in hair products. This is an integrated system that hydrates, nourishes, restructures hair to restore shine and silkiness, leaving hair healthy while reducing the damage caused by the passage of time and aggressive environmental agents.

Gold Thread, straightener for all hair types. This tensor and rejuvenating treatment with gold microparticles provides the hair with an elixir rich in healing properties by temporarily modifying the shape of the hair with the utmost delicacy, smoothing frizz and adding silkiness and shine.

Naturtex, hair care that protects and restructures. This advanced professional system performs a strong protective and restructuring action on hair during any type of chemical treatment: colouring, bleaching, straightening or permanent, drastically reducing hair breakage.

Scalp Lab, cutting-edge hair treatment. An alternative and innovative biotechnology system

that treats all types of dermo-capillary problems where they originates - the skin. This treatment helps prevent hair loss, thickens and promotes growth, while strengthening the scalp and reconstructing the hair follicle through tissue engineering.

Lyfestyle, care and health for body and hair. A line formulated for all seasons, with exclusive ingredients to protect both body and hair from highly aggressive elements, like sun, wind, salt water and chlorine. It also restores energy and well-being after sports.

Innovatis Hair products are of the highest quality, presented in packaging designed to reflect its exclusiveness.

REASONS WHY

- Exclusiveness and Luxury
- Bespoke therapies
- Immediate and long-lasting results
- High-quality active ingredients

STAR PRODUCTS

Luxury Caviar

Thanks to the revolutionary formula of this hydro-nutritional and anti-ageing method, hair regains shine, smoothness and silkiness: Luxury Complex is a concentrate of high-end cosmetics and active ingredients composed mainly of amino acids, vitamins, panthenol and caviar oil. Caviar, thanks to its Omega 3 Fatty Acids, provides vitamins, hydration and intense



protection to the structure of the scalp and hair. Its collagen content allows an effective cell regeneration action and protects against the external aggression of free radicals, toning and revitalizing the hair.

KIN COSMETICS

|
KIN
COSMETICS

HIGH-QUALITY COSMETICS FOR HAIR PROS SINCE 1932

KIN Cosmetics is one of the most historic and prestigious brands in the world of hairdressing in Spain. KIN Cosmetics is the history of the Bosacoma family, a family that launched their project in 1932. It is the company manufacturing cosmetics exclusively for hair salon professionals with likely the longest history in the country. An international company with strong roots in Sant Feliu de Guíxols (Girona), a small fishing village in the heart of the Costa Brava and 100 km from Barcelona, which has held onto its own values and traditions. A natural environment full

of contrasts which has inspired great artists such as Picasso and Dalí. From here, KIN Cosmetics now has arrived to 35 countries around the world. Yes, KIN Cosmetics continues to be a family company today but is highly professionalized. A pioneering brand in the field of research and development, working on unique and patented formulas to place in the hands of hair salon professionals leading-edge products and high technical performance. The company has its own R&D department, manufacturing, packaging, an advanced logistics system so that its products

ABOUT US

Company Name:
KIN Cosmetics

Company Address:
Polígono Industrial Bujonis, 7-9
17220 Sant Feliu de Guíxols
(Girona) - Spain
Tel. +34 972 324000

Website:
www.kincosmetics.com

Founded in:
1932

CEO:
Joan M^a Bosacoma

Export Manager:
Borja Robleda for info write to
export@kincosmetics.com

Founder:
Gregori Bosacoma

Number of employees:
More than 50

Main brands:
kincrem, kinactif, kinmen,
kinessences, kinstyle, kinblond,
kinperm, kinworks and kinmaster



Left, Xevi Jubany,
Intl' Technical-
Artistic Director.
Right, Joan Maria
Bosacoma, CEO.



arrive as soon as possible into the hands of its clients. Within the administrative and commercial area, it also has a Marketing and Communication department which strives to support and implement the brand in every market along with the Management and Sales teams. And very important, the Training Department to cover all the needs that hair salon professionals may demand at their salons.



KIN Cosmetics 2019 Trends Collection.

A RISING COMPANY WITH A GROWTH OF MORE THAN 15% IN THE LAST 2 YEARS

A company that fosters family values and which stands out for its close and personal treatment of each client and collaborator at the international level. "Our clients are part of our family and they deserve to be heard. They know their own turf better than anyone else", says Joan Mª Bosacoma (CEO and 4th generation of the founding family) emphasizing the main brand philosophy which is its flexibility and its capacity to adapt to each of its markets.

With facilities measuring more than 10,000 m², since 2009 the company has been strongly committed to the consolidation of a global brand with a unified criterion and this has led them to a renewal of their corporate image, new product lines, management systems... They have expanded their market platform, entering new countries, started to produce their own collections with the brand's creative team, created a very proactive training programme and there is still much left to do! KIN Cosmetics has the calling to become a benchmark within the international hairdressing sector in the upcoming years. "Training and direct contact with the brand's team of trainers aimed at the partner and its teams and also aimed at its clients, is key in sharing the collective brand experience and growing together", explains Xevi Jubany, International Technical-Artistic Director of KIN Cosmetics. Today, the brand is present in the USA, Mexico,

REASONS WHY

- **85 years of history as a professional cosmetics manufacturer**
- **An International Education Department to cover all the needs of hair salon professionals**
- **Brand philosophy: flexibility and capacity to adapt to each local market**
- **The company has its own R&D department, manufacturing, packaging, an advanced logistics system**
- **They produce their own collections with the brand's creative team, having a very proactive training programme**
- **Annual trend collections are presented on an APP that can be downloaded for free**
- **They own all products' formulas and process, are certified by the EQA and GMP**

Colombia, Argentina, Francia, Holland, Austria, Belarus, Israel, Iran, Singapore, etc. On the brand's website, you can find each and every territory where KIN Cosmetics is present today. The strategy for the present and future growth of the brand is through becoming stronger and growing in the territories of America, Latin America, Russia, Southeast Asia and the countries of the United Arab Emirates.

HAIR SALON COLLECTIONS STEP-BY-STEP FREE FOR ALL PROFESSIONAL HAIDRESSERS

KIN Cosmetics is also a benchmark in the technological era, because its annual trend collections are presented on an APP that can be downloaded for free where hairdressers from all over the world can learn cutting and coloring techniques step-by-step as carried out by the International Technical-Artistic team of KIN Cosmetics from their Smartphones. Throughout the years, the brand has created a cutting and colouring collection with 3 trendy looks of a commercial nature to explore in the daily life of the hair salon.

At KIN Cosmetics, communication is always bi-directional and therefore, clients of the brand



KIN Cosmetics distributors testing product box

STAR PRODUCTS

Kincream Prestige (1)

KINCREM Prestige is a dye with infinite creative possibilities for hair salon professionals, developed with CRK+ Technology (Cerakin Plus Technology), and enriched with keratine which combines very effective active ingredients, providing multiple benefits to the hair in each use. KINCREM Prestige is a dye free of PPD which provides intense, balanced and long-lasting colours, creating deeper highlights.

Kinessences (2)

The natural richness of the purest essences of the earth now in

your hair. The projects of the kinessences line have been designed using a high efficiency natural active ingredients and exclusive brand technologies that have multiple benefits for the health and beauty of hair with a constant special eco-friendly philosophy for all professionals with strong environmental convictions.

Kinactif (3)

Kinactif adapts to the hair's routine with exclusive advances in R&D for the world of hairdressing. Kinactif products apply to nature in its purest form the latest advances in R&D which have resulted in the AIS (Active Inside System). A liposomal and micro encapsulation system especially designed so that the ingredients remain anchored to the most outer part of the hair and hour after hour penetrate into the inner layers of the hair fibre.

Kinstyle (4)

Kinstyle places in the hands of hair salon professionals a professional tool to create as much as possible. The styling essential for the work bag where comfort and practicality are rewarded. A short line which allows certain products to be cocktailed with others to achieve any look possible. Products to construct and at the same time treat the hair with the highest respect.



know 1st hand that behind every product there is a visible face of a physical person who the client can point out. The brand even organizes trips to the main headquarters for international clients, so that they can interact with the teams that are involved in every part of the process.

EARTH NUDES

COLLECTION

BY

KINCREM
PRESTIGE
COSMETIC BEAUTY COLORING

WELCOME TO THE NEW GENERATION OF MULTI-REFLECTIVE TONES

The KIN Cosmetics laboratory has taken the next step in the world of color, achieving new **richer tones in color reflection**. Passing from 2 to 3 reflections, a new version of tones is born, with more shade contrast and diversity. With **Earth Nudes coloring techniques**, Isalon professionals can create volume and highlight areas with distinct tones that are always harmonious, as well as areas of depth that give even more verve to the overall look.



DISCOVER MORE ABOUT EARTH NUDES AT [KINCOSMETICS.COM](https://www.kincosmetics.com)

 @kincosmetics

|
KIN

LLONGUERAS

LLONGUERAS

THE EMBLEMATIC BRAND LLONGUERAS STARTS A NEW ERA #THENEWLLONGUERAS

Llongueras is, today, a renowned salon brand with a solid network and a successful philosophy with more than 50 years of experience in the hairdressing industry. From its beginning in the 60's, Llongueras salons have become a reference in the Beauty industry. Its founder, the multifaceted artist Lluís Llongueras, opened his first salon in 1958 in Barcelona, having Salvador Dalí as his honor guest. In the 70's the first training center was opened: The International Institute

Llongueras, and in 1974 the first international Llongueras salon was opened in the iconic Saint-Honoré street, in Paris.

Throughout his professional career, Lluís Llongueras has been honored with many recognitions which made him a renowned legend of the hairdressing world, both nationally and internationally. For instance, the title of International Master that he received in the headquarters of Intercoiffure in Paris, from hands of the famous Alexandre de París; or the Honour Award of the International Hairdressing Awards in 2019.

In January 2018, the French group Provalliance, led by Frédéric Logodin (CEO of Provalliance Spain) announced the acquisition of Llongueras salons, becoming the undisputed leader of hairdressing in Spain, managing more than 300 salons. The group is also leader in Europe and has the second place worldwide with approximately 4000 salons.

In this way, the group rebuilt a legendary brand and an impeccable professional reputation, elevating the brand to its maximum splendor. Based on a research, Llongueras is the Brand with more awareness, with the greatest loyalty rate and the brand to which the 98% of its customers give the best rate in terms of satisfaction, being named Excellent by the Net Promoter Score.

ABOUT US

Company Name:
LLONGUERAS

Company Address:
Calle Claudio Coello, 16
1º izq - 28001, Madrid (Spain)
Tel. +34 915 755 701
For further information, contact:
llongueras@llongueras.com

Website:
www.llongueras.com

Founded in:
1958

CEO:
Frédéric Logodin

Founder:
Lluís Llongueras

Number of salons:
147





LLONGUERAS RESET

Nowadays, Llongueras presents a new concept of experiential salon, where design, comfort and new trends prevail. This new concept arises from the result of dismantling the structure of the conventional hairdressing salon to transform it into an atelier inspired by the versatile artist Lluís Llongueras. The new Llongueras space reflects modernity, warmth and innovation. In short, spaces that invite the consumer to disconnect and enjoy a luxurious service.

In addition to the modernization and improvement of the Llongueras salons, another new strategic line of the firm is the presentation of new collections, with a renewed image standard, with a high-level production. Those collections are done in collaboration with the internationally renowned Spanish photographer Valero Rioja.

INTERNATIONAL EXPANSION

Today, Llongueras has approximately 147 spaces worldwide: 122 of them are located in Spain with 31 own salons, 76 franchises and 15 training centers.

On an international level, the expansion is focused on Latin America where the group has already 25 salons approximately. In Argentina, Llongueras has a leadership position with 20 salons.

Mexico, Colombia and Brazil are the countries in which the firm has an eye for the expansion, being open minded to the rest of the countries. To all of them Llongueras offers an integrated 360° support through:

- High quality products with access to the best brands on the market and with the best conditions.
- A complete and continuous training program throughout the training centers of the Provalliance Group.

REASONS WHY

- **Profitable business for professionals of the industry and investors who look for a vanguard activity in the world of fashion and beauty**
- **360° integral support through quality products, training, marketing and communications, Human Resources and real estate expertise**
- **The emblematic Llongueras Method is the training basis of the brand, a technique that has revolutionized the hairdressing world in innovation, speed and perfection**
- **New concept of salons based on experience, where design, comfort and new trends stand out**
- **More than 50 years of experience in the industry**
- **Llongueras belongs to Provalliance, the leading hairdressing group in the sector at a national and European level; and second worldwide**
- **Professionalism and quality**



- Marketing and communications with national and local support including a digital toolkit based on geomarketing and adapted to the needs of each salon, with POS promotional concepts with a modern design and digital innovations focused on customers.
- Support on Human Resources for recruitment, employee's motivation, salon management, newsletters and coaching.
- Real estate expertise with access to the best on-street locations and in Shopping Centers.

LLONGUERAS METHOD, UNIQUE AND EXCLUSIVE IN THE WORLD OF HAIRDRESSING

Llongueras understands hairdressing as an artistic discipline as its founder has wanted to transmit it. The brand, synonymous with professionalism, has always been a guarantee of quality and service and has always been at the forefront of innovation being a pioneer and a spearhead in the world of fashion and innovation.

The emblematic Llongueras Method is the training basis of the brand, a technique that has revolutionized the hairdressing world in innovation, speed and perfection. As well as the undisputed style of programmed cuts, recognized worldwide, as well as the techniques of color, dried or finished.

All this is transmitted, day by day, through one of the fundamental pillars of the group, the training, which has been given a key role in the strategy of the group with the reform of the Llongueras Institute. In this place, which is located in Barcelona, the aim is to promote and raise the level of hairdressing, turning it into a competitive industry and a key sector for economic propulsion.

STAR SERVICES

Hair Cuts

Hair cutting with the most exclusive techniques of the Llongueras Method. To obtain personalized styles, undeformable and with maximum quality and precision.

Expert Treatments

The most innovative treatments for all types of hair needs. From purifying and detox treatments, to botox, keratin, or even caviar-based treatments.

Colour

Application of colour in all its versions, using the most advanced techniques and the most qualitative

products on the market. Llongueras covers the whole spectrum of color: Coverage of grays, treatment of brightness with color, organic coloring based on plants, discolorations, coloring in tips and color bath, among others.

Design and application of exclusive coloration techniques such as Wild Blond, Color Emotion and Sun Kiss.

Styling

Llongueras offers styling in all its versions, for all types of hairstyles, both express versions, updo and/or half updo, for the most special days.





OPEN YOUR SALON

BE PART OF THE LLONGUERAS FAMILY

You will have the support of the Provalliance Group, the leader in Europe with 3,500 salons, 50 years of experience, strategic alliances with the largest suppliers and the best available locations

www.franquicias.provalliance.com

PROVALLIANCE

MONTIBELLO

MONTIBELLO
EXPERIENCE BEAUTY

THE LEADING PROFESSIONAL HAIRDRESSING COMPANY IN SPAIN

Looking back in time, we fondly remember the passion with which a sales expert, Francisco Muria, and a young, entrepreneurial chemist, Francesc Adam started creating and innovating new product lines specifically for hair care on a professional level. The roots of the Montibello date back to 1967 with the aim of helping the development of hairdressing professionals. From the very beginning, Montibello delivered exceptional professional quality products and a top-notch education. All this, with the aim of allowing salons to stand out from the others, offering new services and optimizing those they already specialised in.

In a few years, it became the first Spanish professional cosmetics company and consistently developed a leading position in terms of number of clients and market penetration.

Montibello is synonymous with performance, innovation, quality, closeness and support to the hairdressing sector, with a great technological capacity and a clear innovative vision that is applied in the development of a diversified range of products. The company's strengths are also expressed in the creation of tools and an advanced education plan to support the development of our clients at any time and everywhere. Montibello provides the salon a

ABOUT US

Company Name:
Montibello - Cosmética Cosbar, S.L.

Company Address:
Vall d'Aran, 15
08820 El Prat de Llobregat
Barcelona – Spain

Website:
www.montibello.com

Founded in:
1967

General Manager:
Enric Aliberch

Export Manager:
Carola Adam for info write to
export@montibello.com

Founder:
Francesc Adam

Number of Employees:
262

Main Brands:
Cromatone, Oalia, Decode Treat
Naturtech, Smart Touch



Francesc Adam
Co-founder and
Enric Aliberch
General manager.





Tim Hartley at Montibello 50th Anniversary gala.

full range of hair products in the categories of Color, Treatment and Styling, suitable for everyone; targeted to the medium-high segment and with a fresh and positive Brand identity.

The company manufactures all its products in its headquarters in El Prat, and its expansion at international level is advancing according to the strategic plan of the company. Indeed, the brand is already consolidated in many countries in Europe, America and Asia.

All this is possible thanks to an important team of professionals who work with the utmost enthusiasm, so that everyday thousands of hairdressing salons and beauty centers continue to maintain their trust in the brand.

HIGH PERFORMANCE & INNOVATION

One of Montibello's key assets is that the company is recognized throughout the industry for the quality & performance of its products, mainly obtained thanks to over 52 years of experience in manufacturing, know-how gained thanks to the direct distribution, commercialization and close direct contact with thousands of hairdressers all around the world, and having one of most important cosmetic laboratories in Spain with highly qualified and talented professionals.

Thanks to all these elements and a clear understanding that innovation is the only way to grow and survive, Montibello has a focused approach to innovation, creating break-through products that meet consumers' underserved demands, driving efficiencies, better margins, differentiation, faster growth & creating consumer loyalty. In essence: Products to help clients look good, feel good and get more out of life.

REASONS WHY

- **1st Spanish Professional Company Leader in Distribution and Penetration**
- **50+ years of experience in the Professional Beauty Business**
- **262 people with great technical and innovation capabilities**
- **8000+ hair salons in Spain**
- **31 professional R&D+I in a state-of-the-art laboratory, one of most important cosmetic laboratories in Spain**
- **6 technical centers entirely dedicated to the education of our clients and distributors**
- **In 2018, 10,000+ professionals attended our Training Programs**
- **€ 30 million turnover in 2018**
- **International sales represent 23% of company proceeds, with an ambitious growth plan in this area**
- **Present in 20 countries & 2 affiliates**
- **Located in Barcelona with 10,000 m2 Headquarters & Factory and 10,000 m2 Logistics Center**

EXCLUSIVE PROFESSIONAL PRODUCTS, FOCUS ON THE HAIRDRESSER & CREATING VALUE

Although consumer habits and channels are in a constant evolution, Montibello's philosophy remains untouchable and more valid than ever. Committed to creating value throughout the chain and obsessed with professional channel exclusivity. In other words, Montibello aims to Inspire professionals to create and thrive by being the partner in creativity that answers their needs. Education is of primary importance concern and constitutes the backbone of all their products and services. The company is dedicated to the education of both clients and distributors.

AMBITION WHERE IT COUNTS

The ambition of Montibello is to contribute to the future of the hairdresser's professional category, inspiring professionals & making people happy, standing out in innovation and committed to the channel. For this very reason, the company continues to invest heavily in Human Resources, brand upgrading, and facilities improvement so that hairdressers will continue falling in love with us every day behind the chair.

STAR PRODUCTS

Decode Zero: the New Beauty Standard

Montibello presents a new generation of clean hold finishing products for a natural look. Clean, invisible styling that enhances natural beauty. A new styling category that suits the lifestyle of 90% of your clients. A clean beauty range that provides a natural finish and offers:

- Zero stickiness
- Zero nasties
- Zero residues
- Zero gimmicks
- Zero unnecessary additives

"As pure as water, as natural as you"

Meteorites

The first and only colour platform that illuminates and rejuvenates blonde hair. The highly popular Strobing trend brings a new aura of radiance and light to blonde hair combined with the innovative PLEX 2.0 technology that recaptures silkiness and youth to leave blonde hair looking renewed and refreshed. A selection of 10 tones to reveal ultra-luminous blonde shades with multidimensional tones and flawless & consistent colour and the first dual-action: illuminating cream clay toner that corrects and purifies hair colour and adds a fashionable touch of light through 6 new shades.

Time to Detox

Hair that feels like new in just 15 minutes. Montibello presents Time To Detox, a new treatment mask that transforms hair and leaves it feeling like new in just 15 minutes in a highly effective, simple and speedy new ritual. This innovative mask renews hair by providing a deep detox treatment, revitalising and rejuvenating the fibre, moisturising and softening it without weighing it down, and adding shine and movement. The Time To Detox spa cap is the latest innovation in treatment products and an essential accessory in the care ritual thanks to its slow release technology. The latest generation materials in the cap's structure gradually release the active ingredients in the formula, contributing to a more effective absorption of the treatment into the hair fibre and superior, long-lasting results.

Smart touch save my hair

Montibello presents Smart Touch Save My Hair, the first 365-day multi-benefit hair protector. Hair is exposed to stress and trauma caused by a number of external aggressions 365 days of the year. Montibello presents the first 365-day multi-benefit protector. The first Daily Defence Sun Lotion: All in one: pre and post-treatment. Not only a hair protector but a daily hair saver. Smart Touch Save My Hair won the award of #1 Professional Hair Care innovation in 2019 edition.





MONTIBELLO

EXPERIENCE BEAUTY

www.montibello.com

síguenos en:



THE FUSION OF TRADITION AND TECHNOLOGY

PAHI was formed in Gurb (Barcelona) in 1975 with Pere and Jordi Solerdelcoll at the helm with support from family and its team of craftsmen. The company is now in its third generation, thanks to the fact that Gerard Solerdelcoll joined the team some years ago. PAHI fuses the traditions of the past, with modern technologies. Although looking toward the future we are still faithful to the values and the core essence that we had when we started the company.

PAHI started by designing and manufacturing styling chairs and styling units for salons, but soon developed backwashes and other salon specialised furniture, which means we can now offer all items the modern salon requires.

FAMILY BUSINESS WITH THE PERSONAL TOUCH

We like to define ourselves as a family business with the personal touch. We are a close company, with tradition and a craftsman spirit

ABOUT US

Company Name:
Tallers PAHI SA

Company Address:
C/ Barcelona, 32-34
08503 Gurb (Barcelona)
Spain

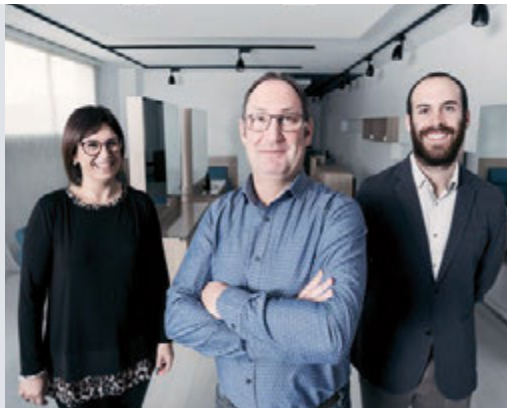
Website:
www.pahi.com

Founded in:
1975

General Manager:
Jordi Solerdelcoll

Export Manager:
Gerard Solerdelcoll

Main Brands:
PAHI Barcelona and Takumi
Beauty (www.takumi.es)



Gemma Lagunas
– Financial Manager;
Jordi Solerdelcoll
– General Manager;
and Gerard
Solerdelcoll – Export
Manager.



at heart. We are passionate about what we do, and we pursue excellence in all we do in order to improve mutual welfare and comfort. In our premises in Gurb, Barcelona, we have several departments where we manufacture, upholster, and assemble our products. We also have our administration, design, logistics and commercial departments, as well as an extensive showroom where you can test our products.

We are clear about which path we are on and where we are going. We like to find the balance between the aesthetics of a product and its

purpose. We look at the details of all pieces to ensure that they integrate with the interior of the salon.

INTERNATIONAL PRESENCE

We started our international expansion at the end of the 20th century. Our presence so far had been in the Spanish market but, thanks to our strong national growth, to the market knowledge and the high quality standards that we have always offered, a large number of European distributors showed their interest in working with PAHI.

Since that time, the company has consolidated its presence in the main European countries through the most important fairs on the continent such as Barcelona, Madrid, Bologna, London, Paris, Düsseldorf, Kortrijk or Moscow. After a significant investment in our facilities for the products manufacturing process, and a clear commitment to enhance the brand image in recent years, PAHI continues its expansion, looking now at international markets such as United States or Near and Middle East.

COMMERCIAL STRATEGY

The company focuses its commercial strategy on two brands: PAHI Barcelona and Takumi Beauty, which are entirely manufactured and marketed by us.

PAHI Barcelona is the main brand of the group where the company offers all kinds of necessary furniture for modern hairdressing salons: styling chairs, barber chairs, washing units, styling units, waiting seats, laboratory units,

REASONS WHY

- **Familiar company with a long history in the market**
- **Working artisanally since 1975**
- **Made in Barcelona**
- **Ethics, seriousness, closeness, rapidity, efficiency, commitment, rigour and constant and continuous improvement**
- **We manage the whole process, from the design to assembly in the hair salon**
- **Complete production process**
- **Option of personalising each of our products**
- **Tailor-made furniture**
- **Wonderful and effective packaging**
- **Quick and efficient delivery time**

Different moments in the furniture manufacturing process.





Its experience and the fact that they are actual manufacturers helps Pahi personalize each decoration project.



who offers different services to the customer. Other intermediaries, such as architects, interior designers or franchises, are also an important part of the commercial network.

AT THE SERVICE OF PROFESSIONALS WHO KNOW WHAT THEY WANT

Over the years, we have always thought of people like you; professionals who know what they want, who have new ideas and who look for a practical solution. We feel that our collections and customised furniture hopefully reflect this. With PAHI range you will find new ideas, new trends, new designs and a wide range of possible finishes; we have multiple upholstery and laminate options and new combinations. We want our catalogues to be a source of inspiration for you, which will help your project come to life.

manicure and make-up furniture, etc. In this range, the customer can customise the products choosing infinite combinations provided that there are 45 different fabrics and 12 laminates available, as well as different thread colours.

On the other hand, the Takumi Beauty brand is composed of a more limited product range with 12 different fabrics and 4 laminates available; it means that the range is more concrete. By maintaining the same high quality standards and the same suppliers, we can offer a more competitive range in terms of price and delivery time.

With both brands, we are able to offer a wide range of products that allow us to work with different kind of customers; from the end consumer such as a hairdresser, to the distributor



HAND CRAFTED PRODUCTION SINCE 1975



3D DESIGN



UPHOLSTERY



CARPENTRY



ASSEMBLY



PACKING



DELIVERY



PAHI.
Barcelona

T +34 938 890 417
PAHI.COM

FOLLOW US



PROFESIONAL COSMETICS



HIGH QUALITY PRODUCTS AT COMPETITIVE PRICES

Although the company was born as Profesional Cosmetics SA in 1982, in Barcelona, its origins go back to 1932 as a family business that produced and sold professional hair products. The company's aim is to offer the hairstylist high quality products at a competitive price. Its experience and constant effort has made it possible to progress and grow over the years. Today, Profesional Cosmetics is present in more than 45 countries all over the world, expanding every year and entering new markets.



ABOUT US

Company Name:
Profesional Cosmetics SA

Company Address:
Polígono Industrial Can Sunyer
08740 Sant Andreu de la Barca (Barcelona)
Spain
Tel. +34 936821385

Website:
www.profesionalcosmetics.com

Started in:
1982

President:
Antonio Trias

Founder:
Antonio Trias

Export Manager:
Oscar Trias

For More Information:
info@profesionalcosmetics.com

Number of Employees:
20

Main Brands:
Profesional Cosmetics and Sergilac

The company is located in Sant Andreu de la Barca, in an industrial area offering efficient connections with the city of Barcelona and the port. It comprises more than 5,000 m² for the creation, development and production of hair products. The recently renovated facilities meet the health authorities requirements thanks to a clean room environment devoted to the weigh-



The company has more than 5,000 m² of facilities located in Sant Andreu de la Barca, a few kilometers from Barcelona.

ing, manufacturing and packaging area. Eager to offer the highest quality for its products and services, the company has obtained the UNE-EN ISO 9001:2015 and UNE-EN ISO 22716:2007 certification, which globally consider the Good Manufacturing Practices (GMPs) and endorse the best quality in the field of cosmetics.

RESEARCH AND SERVICE

Profesional Cosmetics' main motivation is to offer the best service to its customers. For this reason, its I+D+i laboratory works with high quality substances as well as active ingredients that have been scientifically tested so that all of the products fulfill their function. The company faces the future by investigating new products that are natural and respectful towards the nature of hair. Every production undergoes strict physical, chemical and microbiological quality control in order to determine perfect results. All the tests performed in the laboratory are environmentally friendly and not tested on animals.

ITS SPECIALTY: COLOR

As a color expert, Artecólor is the star product (successfully sold worldwide). This coloring treatment respects the nature of hair and incorporates premium ingredients as well as the latest chromatic pigments that enter and fix in the capillary cuticle, resulting vibrant, long-lasting colors.

Currently, there are 110 colors that cover 100% of white hair and incorporate "3C Technology", which has been developed in their laboratories

REASONS WHY

- **Hair care specialists since 1932**
- **UNE-EN ISO 9001:2015 and UNE-EN ISO 22716:2007 certification, which globally consider the Good Manufacturing Practices (GMPs)**
- **Its I+D+i laboratory works with high-quality substances as well as scientifically established active ingredients**

and ensures best results in terms of color, coverage and hair care.

The range of products also includes hair treatments, straightening products, bleaching powder, styling and care line products, masculine products and a wide range of hair care products. Profesional Cosmetics opts for the use of technology and innovation in order to develop effective and high quality products for hair care which are adapted to market trends and meet the needs of both hairstylists and consumers. Its technology and know-how help them manufacture private labels and sell their products in containers to later proceed to local packaging. In Profesional Cosmetics we stand up for beauty and hair care.

STAR PRODUCTS

Profesional Cosmetics offers several product lines:

Artecolor

This is the coloring line par excellence, available in 60 ml and 120 ml tubes that offer perfect results and quality assurance. It is complemented with different products that go with the coloring service; such as oxygenating compounds, bleaching products, skin protecting products, shampoo, conditioning, etc. The color range is currently being renovated.



Placentinol

These trichological hair treatments fight against hair loss, dandruff and greasy hair. This line uses quality active ingredients that offer great results.

Hairplex

This protecting and strengthener treatment reinforces hair during the coloring, lightening and bleaching process. It avoids capillary cuticle breakage in more than 90% and prevents damage resulting from the coloring and bleaching process. It incorporates HVP technology, which guarantees instant, effective and reliable results.

Best10

The latest intensive repair products. This line offers a cream treatment that provides 10 real benefits to hair. The new products launched are Repair Intensive Shampoo and Repair Intensive Hairmask.



PCMAN

Masculine products consisting of daily hair care as well as beard and mustache care products.

Protein Complex

This line offers care products and treatments for all kinds of hair: fine, damaged, curly, colored... The products are all rich in vitamins A&E, keratin and silk, amongst other active ingredients. The product catalog also includes coloring lines, hair care, maintenance, styling and anything necessary for the perfect hairstylist's working environment.





- * COSMETIC 110 VIBRANT SHADES
- * LONG LASTING COLOR
- * LOW AMMONIA CONTENT

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youtube.com/profcosm

TAHE



A GLOBALIZED VISION FOR AN INTERNATIONAL MARKET

Tahe was born out of the dream of José Magaña, the owner of a small hair salon in the outskirts of Murcia. José dreamt of making his own products and more than fifty years later his children have not only managed to complete his ambitious dream, but they have also developed one of the most diversified and competitive professional hairdressing companies in the international scene. Fifty-five countries enjoy the presence of Tahe in their

markets, and in order to continue with this policy of commercial expansion Tahe is already creating new and innovative facilities (planned for 2018), as well as to enhancing its industrial muscle and its capacity for innovation.

INTEGRATION, COLLABORATION AND KNOWLEDGE

Mariano Magaña, the managing director, runs a project based on integration, collaboration

ABOUT US

Company Name:
Tahe Productos Cosméticos SL

Company Address:
Polígono Industrial Oeste
C/ Paraguay, parcela 8/2 y 8/3
30169 San Ginés (Murcia) - Spain
Tel. +34 968891100

Website:
www.tahe.es

Started in:
1963

President:
Mariano Magaña

Founder:
José Magaña

Export Manager:
Jose Fernández Belmonte

For Info Write to:
info@tahe.es

Number of Employees:
300

Turnover 2016:
30 millions euros

Main Brands:
Tahe, Blumin and Bocaré



Left, Jose Fernández. Right, Ana and Mariano Magaña, are part of the management team of Tahe.

and a continuous search for knowledge. He personally coordinates and supervises all work lines and production while maintaining a constant proximity with all management teams, continuously searching for optimization and quality.

In 2009 Tahe launched an ambitious project for international expansion, resulting in the company being present in 55 countries. This expansion took place during the economic crisis, with a slow global economy and credit crunch, which demonstrates that in many cas-



Tahe has a wide range of products for hair coloring, treatment, etc.

es the distributors in these countries chose Tahe as the best solution to boost the bottom lines of balance sheets in the red (which, in some cases, was unsustainable).

What characterizes Tahe is the quality of the relationships the firm maintains and promotes with its distributors, both nationally and internationally, while continuously working to make this combination of forces and experiences available in the furthest corner of the hair salons that rely on the brand.

As José Magaña claimed, everything that constitutes Tahe is intended to facilitate work in the hairdressing world, and by extension to achieve better results. All this turns Tahe into a brand that gets easily assimilated into the DNA of hairstylists.

Therefore, the specific strength of the brand is collaborating and getting involved with clients under the motto "only by helping our clients grow will we grow ourselves".

REASONS WHY

- **There is a willingness in Tahe's DNA to make work easier for hairdressing professionals and to improve their results**
- **The company establishes a very intense working relationship with distributors all over the world**
- **It offers a wide range of products, from hair coloring to treatments, styling, makeup, facial and body treatments, sun protection, hair dryers, hair strengtheners, furniture and fashion collections**
- **Tahe has accepted the challenge of manufacturing ecological products**



Since its inception, Tahe has always been at the hairdresser's side.

TOGETHER WITH PROFESSIONALS ALL OVER THE WORLD

Technical courses, management courses, galas, shows, workshops and technical assistance annually absorb much of Tahe investments as an obvious example to show that collaboration and proximity to hair salons consolidates a relationship that generates credibility, loyalty and trust.

Being present in different hair type markets as diverse as Russia, Norway, Estonia, Angola, Mexico, Guatemala, Morocco, Mongolia, Qatar, Kazakhstan, Greece or Italy, amongst many others, has provided Tahe with a globalized view of the needs of the international market, so its products perfectly meet the needs of their stylists.

Another differentiating fact that provides greater diversity to international distributors is the wide range of hair coloring products, treatment, styling, makeup, facial and body treatments, sun protection, hairdryers, hair straighteners, furniture and fashion collections. This wide diversity, oriented towards the same market niche, is complemented by secondary brands such as Blumin Urban and Bocaré, oriented towards other market segments that are looking for cheaper products with a high quality level.

STAR PRODUCTS

Tahe Lumiere (1)

Coloring has been one of the main subjects in the company's great expansion since it represents a step forward in the world of permanent coloring in gray coverage, color duration and hair treatment.



Magic BX (2)

This Botox-like effect is another bestseller. Thousands of hair salons all over the world have come to Tahe along with this prodigious product that gives hair volume and treatment capable of generating love at first sight.



3



1

Tahe Organic Care (3)

In full international launch, this line has been based and inspired in nature and provides functional products, security and trust both to stylists and consumers. This line currently offers treatments and styling products that will soon be expanded with an incredible range of organic coloring, facial and body care lines and an endless amount of innovations, which are already developed in our laboratories and based on the integration of current and necessary concepts like ecology and sustainability.



2



Tahe



ORGANIC CARE

Beauty Rituals



Free from Parabens
Free from Silicones



Free from Sulphates
Free from Allergens



Free from Petrolatum
Free from Colorants



Free from
Ethyl Alcohol



Organically
Certified Ingredients



Animal
Friendly



Organically
sourced active
ingredients

INNOVATION AND HIGHEST QUALITY FOR THE HAIR

VMV Cosmetic Group is a Spanish family business leader in the creation, production and distribution of cosmetics. The company also has divisions focused on furniture and hairdressing appliances, wigs and extensions, plastic injection molding and aerosols. The company sells its products on 5 continents through its own branch network and employs over 1500 people. Salerm Cosmetics is a benchmark brand with-

in the professional hairdressing sector; Salón Selección designs and builds furniture and appliances for hairdressing salons; Lendan manufactures and markets professional hairdressing products; Marvi deals in extensions and wigs; VICO is the company manufacturing plastic packaging; Aerosol Ibérica manufactures aerosols and Laboratorios Cosméticos Lamarvi is the Group's brain center.

VMV Cosmetic Group goes back to the seventies, when Salerm was purchased by hairdresser and entrepreneur Víctor Martínez Vicario. In 1997 the first branch of Salerm was opened on foreign soil. The chosen city was New York. Here the first seeds of the Group's internationalization were planted. 1999 was key to the company's development when Salerm Latina in Venezuela was born and the Mexico branch of the company was formed.



ABOUT US

Company Name:
VMV Cosmetic Group

Company Address:
Plaza de Víctor Martínez.
Pol. Lliçà de Vall
08185 Barcelona - Spain
Tel: +34 938608111
info@vmvgroup.com

Website:
www.vmvcosmeticgroup.com

Number of Employees:
Over 1,000

Companies in Group:
Salerm Cosmetics
Lendan
Crioxidil
Salón Selección
Marvi

President and Founder:
Víctor Martínez Vicario

Founded in:
1979

Export Manager:
raul@vmvcg.com



Víctor Martínez Vicario is the founder and president of VMV Cosmetic Group.

SALERM COSMETICS

After more than 60 years of history, today Salerm Cosmetics is one of the most important Spanish brands in the hairdressing sector. Hair color is a specialty and Salem was the first company to put hair color on the market in a cream format with conditioning properties. Now the firm is committed to the new Biokera Natura hair color, formulated with essential oils of organic origin and free from sulfates and parabens. Salerm Cosmetics boasts a wide range of products from hair care to styling, more than enough to satisfy the needs, not only of the professional stylist, but also of the final customer.

LENDAN

Acquired by VMV Cosmetics Group in 2012, Lendan has more than 55 years' experience in the world of professional cosmetics and a distinguished history of investigation, development, manufacture and marketing of high-end professional hairdressing and beauty cosmetics. The company is currently focusing on its beauty segment with the aim of recuperating one of the brand's distinguishing features.

CRIOXIDIL

The brand came into being in the early 90s to offer professional hairdressers top quality products at a competitive price. CRIOXIDIL benefits from the Group's high standards of quality, cutting-edge technology and advanced formulations created in its own R&D laboratories.

THE VMV COSMETIC GROUP BUSINESS MODEL

VMV Cosmetic Group boasts a business model which has allowed it to become a leader in its field and handle large figures without losing



All brands of VMV Cosmetic Group aim at the beauty and health of hair.

REASONS WHY

- **Salerm is one of the most important Spanish brands, with more than 60 years of history**
- **VMV has divisions focused on cosmetics, furniture and hairdressing appliances, wigs and extensions, plastic injection molding and aerosols.**
- **VMV Cosmetic Group offers excellent products at the best possible price. The company is present on 5 continents, with branches all around the world**
- **VMV Cosmetic Group Foundation offers economic support to future hairdressing professionals**
- **The Group is committed to sustainability and has never experimented on animals**
- **The Salerm Academy & Technical Center has centers in Barcelona, Costa Rica, Venezuela, the Dominican Republic and Mexico**

sight of the quality or price of the products and gaining a profound insight into the market. Maximum quality at the best possible price. An automated process with cutting-edge machinery, high purchase quantities and little or no financial cost, are just some of the things which allow VMV Cosmetic Group to offer excellent products at the best possible price.

Innovation is everything: a sector like cosmetics is shaped by the constant demand for new products which follow current trends, such as technical improvements that offer natural results. VMV Cosmetic Group puts a lot of energy into the development of new products at Laboratorios Cosméticos Lamarvi, the Group's R&D center where new products for its brands are created.

International presence: Manufacturing is localized in Spain and shipped globally, although there is a second 10,000 square meter production plant in Venezuela which produces exclusively for the region. The company is present on 5 continents, with branches in the following countries: Italy, Russia, Venezuela, Colombia, Costa Rica, Mexico, the United States (New Jersey, Miami, Texas, Chicago, Massachusetts, San Francisco, Los Angeles), Canada, the Dominican Republic, the Czech Republic, Paraguay, Morocco, Chile, Brazil (Campo Grande and Sao Paulo), Puerto Rico, El Salvador, Peru, Ecuador, Honduras and Nicaragua. Foreseen for the near future are new branch openings in Guatemala and the Brazilian city of Belo Horizonte.

Corporate Social Responsibility: the philosophy of the Group is not only the care and comfort of the customer, but also respect for the environment through maximum optimization of production processes and commitment to sustainable and environmentally-friendly growth. In 2008 the VMV Cosmetic Group Foundation was formed, with the aim of offering economic support to future hairdressing professionals through a program of grants, as well financial assistance for employees of the Group and their families.

Education: the company boasts a series of training centers, the Salerm Academy & Technical Center, located in Barcelona, Costa Rica, Venezuela, the Dominican Republic and Mexico, where professional hairdressers take part in training and refresher courses. On top of this, every week hundreds of professionals receive hands-on training from our specialist team all over the world.

STAR PRODUCTS

Hair ID Lendan

The first product made just for your hair. 1 Smart Base + 8 Active Concentrates + 5 Essences in more than 140 combinations of different masks. A pioneering and personalized treatment that, with the assessment of the professional stylist, adapts to the particular needs of each client's hair and scalp in a totally individualized way.



Biokera by Salerm Cosmetics

With two lines: Biokera Natura Color and Biokera Treatments. Biokera Natura Color forms part of the brand's most natural range and is free from parabens, silicones, PPD and resorcinol and contains certified organic vegetable oils. A hair color with a natural focus with two main purposes: great hair care and perfect results. Biokera Treatments mix the best ingredients with the maximum technology for the care and health of the hair and scalp: hydration, daily use, fall, dandruff, grease, treated hair...

ProLine

Fixing, volume, curls, smooth, textures, these new line offers you a wide range of products to make those hairstyles come true. Revolutionizes the world of styling with a highly handy line, create your styles while you care for repair and protect your hair. Few hair products are as long in contact with the hair as the finishing, Proline and its state-of-the-art active formulation is designed to treat hair intensely from the time it is applied until it is removed.





COLOR

THE NEXT GENERATION OF HAIR COLOR

- INTENSE, SHINY AND LONG-LASTING COLORS
- COMPLETE GRAY COVERAGE
- WITH 6 CERTIFIED ORGANIC VEGETABLE OILS
- MAXIMUM HAIR TREATMENT AND CARE



PARABEN FREE
SILICONE FREE



PPD FREE



RESORCINOL FREE



100% COVERAGE



**BIOKERA IS COMPLETED WITH A HAIR CARE RANGE
NATURAL INGREDIENTS AND PARABEN-FREE FORMULAS FOR EACH HAIR TYPE AND ISSUE**



Salerm
COSMETICS

WWW.SALERM.COM

biokera
— natura —

KINDNESS & SIMPLICITY: NON-AGGRESSIVE INNOVATION

Yanguas Cosmetics is a Spanish company specialized in manufacturing and selling cosmetics products since 1994. Its success is the success of the professional, and therefore the company makes a careful selection of the active principles of each formula achieving innovative and non-aggressive formulas protecting hair health as much as possible. The Quality and Safety of all products has allowed Yanguas to obtain ISO

9001 quality certificates and ISO 22716 good manufacturing practices in order to comply with international regulations.

The company has a specialized Professional Team with dedicated to developing its national and international growth.

Yanguas's policy of Kindness and Simplicity allows it to maintain a relationship of trust and lasting with its customers, always being available to answer any questions or

ABOUT US

Company Name:

**Yanguas
Professional**

Company Address:

Poligono Industrial Las
Labradas, Calle Castilla
Leon 13 - 7, 31.500 Tudela
Navarra, Spain

(+34) 948 410 308 /
680 175 502

Emails:

Anabelen@yanguas.net /
export@yanguas.net

Website:

www.yanguasprofessional.com
www.yanguashygienic.com

Founded:

1994

Management Contacts:

Ana Belen Gracia
Direccion Comercial
anabelen@yanguas.net
Angel Magallon Gerencia
angel@yanguas.net

Number of Employees:

20

Main Brands:

Yanguas Attraxtion,
Blussy, Only One,
Hidracolor, Attraxtion,
Yannanya, Yanguas
Hygienic

Main Export Markets:

Portugal, Poland,
Belgium, Peru, Puerto
Rico, Dominican
Republic, Lebanon,
Jordan

Target Markets:

Italy, Germany, France





The Quality and Safety of all Yanguas products has enabled it to obtain ISO 9001 quality certificates and ISO 22716 good manufacturing practices.

REASONS WHY

- Experience in the sector of more than 25 years
- Competitive price-quality ratio
- Excellence in innovation
- Wide product catalogue
- Continuous training of commercial teams
- International presence
- Strategic Alliances

queries that may arise. Working day by day in the Innovation and Development of new products, prestigious associations have rewarded its work with business recognitions European Award for Business Management and Innovation, August 2018 and Gold Medal for the Business Trajectory in the World of Image, February 2017 .

Yanguas also specialises in the manufacture and commercialization of hygiene and disinfection products in the sanitary and health field.



Yanguas's policy of Kindness and Simplicity allows it to maintain a relationship of trust and lasting with its customers, always being available to answer any questions or queries that may arise.



STAR PRODUCTS



Permanent Hair Cream Colour

Vegan cream colouring with 100% grey hair coverage. Enriched with Argan Oil and macadamia.



Only One Vegan Treatment

Intensive treatment with 100% natural ingredients. It's highly repairing formula is rich in oils, Keratine, hyaluronic acid, vegetable proteins and vitamin E.



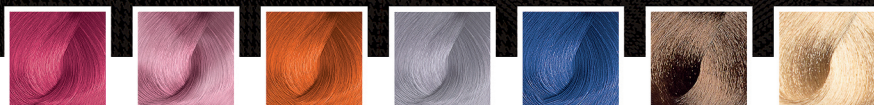
Hairloss Treatment

Anti-hair loss treatment based on the latest epigenetics studies that strengthens hair and helps stop hair loss, improving its synthesis and vitality.

YANGUAS
PROFESSIONAL

UNLIMITED VEGAN COLORATION

INNOVATIVE CRS TECHNOLOGY (COLOR REPAIR SYSTEM) WITH PROTECTIVE AGENTS.
MAXIMUM CREATIVITY. 100% GRAY HAIR COVERAGE. WITH ARGAN & MACADAMIA OIL.



Vivid, intense and long-lasting colors. Wide range with over 100 tones.

www.yanguasprofessional.com | [f](#) [@](#) [v](#) [in](#)



SALÓN LOOK 2019

SALÓN
LOOK
Salón Internacional de la Imagen y la Estética Integral

THE UNIVERSE OF PROFESSIONAL BEAUTY

WHAT IS SALÓN LOOK?

SALÓN LOOK 2019 is the unmissable event for the all things in the beauty and wellness sector in Spain.

Salón Look, the International Image and Integral Beauty Exhibition, organised by IFEMA, has set the dates for its 2019 edition.

This leading trade fair in the Hairdressing and Beauty sector in Spain and one of the essential rendezvous on a global level, will take place in IFEMA-Feria de Madrid on 18-20 October.

These dates allow optimal integration of the sectors represented, in the most appropriate venues, thus showcasing the range and depth of the Beauty sector in Spain.

This forthcoming edition of Salón Look will once again present the greatest offering of new products and trends in the beauty sector in the Iberian Peninsula, bringing together the proposals of more than 400 exhibitors and 1,300 domestic and international brands and, at the same time, confirming the trade fair's firm commitment to the sector.



Salon Look 2019 features
spectacular fashion shows and the
latest innovations in the sector.

WHY VISIT SALÓN LOOK?

To obtain all the information on the specialised commercial offering in Spanish and international markets in just three days' work.
To initiate, continue or finalise purchasing and ordering processes with the entire distribution channel present at Salón Look.

To network: schedule meetings with current and potential suppliers through the Professional Meeting Point.

To visit clients and distributors and strengthen business relationships with current suppliers.

To discover new products, trends and services of potential new suppliers and distributors.

To analyse the sector's specialised offering.

To seek and discover innovative technologies and services for your salon.

To take the opportunity to attend activities, sessions, workshops, congresses and fashion shows as sources of information, new features, sector development and training.

Salón Look: a key instrument to help your business project an image of purchasing power and positioning in the professional beauty industry.

Find more information and options for participating as an exhibitor in the future.

Further details on:

<https://www.ifema.es/salonlook>



SALÓN LOOK CHILE

Staging the latest trends for professionals of this market, Spain's and now Latin America's most important beauty fair, Salón Look Santiago, expects to receive more than 8000 visitors in its second edition in Chile.

Salón Look Santiago will take place in its second edition, featuring an exhibition area of over 9 thousand square meters, plenty of novelties in beauty trends on a worldwide scale. It is the perfect opportunity to showcase the latest in the world of beauty, aesthetics, hairdressing, cosmetics, makeup, barbershop and manicure services. It is a school of learning for the sector's new professionals, and it opens a window to enhance trade.

This event, that will take place from Friday 22nd to Sunday 24th of November at Espacio Riesco Convention Center, located in Santiago, Chile, is organized and produced by Espacio Riesco and the Trade Fair Institution of Madrid (IFEMA), as an opportunity for lovers of beauty to meet and share knowledge from the area's most recognized representatives with new emerging players.

Salón Look Santiago, which was declared an international fair by a resolution of Chile's

Ministry of Finance, will collaborate in this edition with the Second Congress of Aesthetics, with distinguished national and international guests, as well as with this sector's most important topics, highlighted by Marketing for aesthetics companies, Micropigmentation, Antiaging Treatments, World Massages, and more.

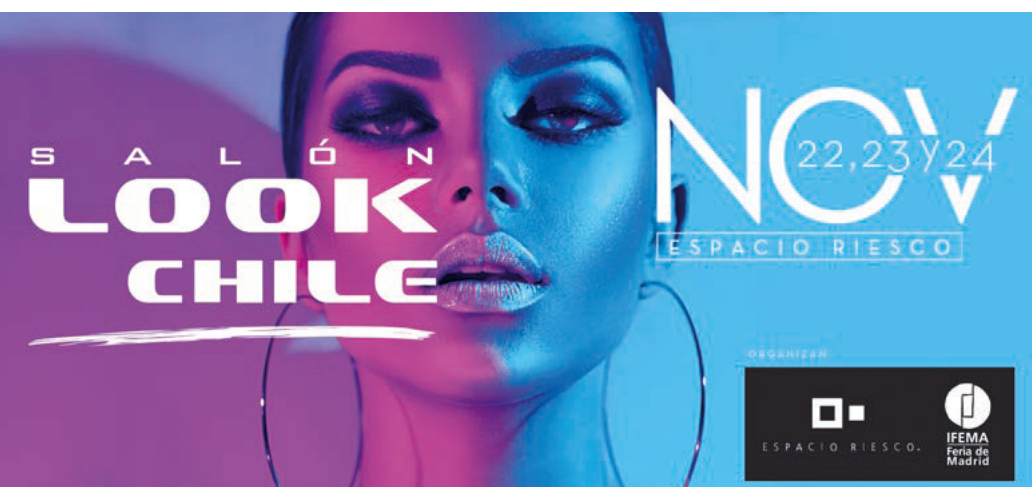
In the Hairdressing and Barbershop area the sector's main brands and training centers will be participating. Fun activities and live exhibitions will take place, such as CONGREPECH's Hairdressing Contest, and the Great Battle of Barbers.

This event's most spectacular moment will take place on the main catwalk, where the latest trends in hairdressing, manicure, and makeup will be displayed with fashion shows full of glamour. All of this presented by a star-studded roster of guests, and the sector's leading international associations, such as Intercoiffure and Haute Coiffure.

Professionals attending the event will also be able to find the latest in manicure, makeup, cosmetics, spa, wellness and other representations of beauty and aesthetic. At the same time, they will be able to take part

in a wide variety of training workshops and courses, oriented mainly to cutting, color and new techniques in the art of hairdressing.

Further details on:
www.looksantiago.cl



2019/2020 CALENDAR

INTERNATIONAL EXHIBITIONS IT'S FAIR TIME!

2019

OCTOBER

5-7

SALON INTERNATIONAL
London (UK)
www.salonexhibitions.co.uk

18-20

**SALON LOOK
INTERNACIONAL**
Madrid (Spain)
www.salonlook.ifema.es

23-26

INTERCHARM RUSSIA
Moscow (Russia)
www.intercharm.ru

NOVEMBER

12-15

COSMOPROF ASIA
Hong Kong (HK)
www.cosmoprof-asia.com

17-18

ON HAIR
Torino (Italy)
www.onhairshow.com

21-23

**NEVSKIE BEREGA
INTERNATIONAL
BEAUTY EXPO**
Saint Petersburg (Russia)
www.nevberega.ru

2020

JANUARY

25-27

ISSE
Long Beach, CA (USA)
www.probeauty.org/isse/

FEBRUARY

24-26

BEAUTY ASIA
Singapore
www.beautyasia.com.sg

MARCH

7-8

**TOP HAIR
INTERNATIONAL**
Düsseldorf (Germany)
www.top-hair-international.com

13-16

**COSMOPROF
WORLDWIDE BOLOGNA**
Bologna (Italy)
www.cosmoprof.com

28-30

COSMOBEAUTY
Barcelona (Spain)
www.cosmobeautybarcelona.com

APRIL

18-20

AMERICA'S BEAUTY SHOW
Chicago (USA)
www.americasbeautyshow.com

23-25

INTERCHARM RUSSIA
Moscow (Russia)
www.intercharm.ru/en

MAY

31 May - 2 June

**BEAUTYWORLD
MIDDLE EAST**
Dubai (UAE)
www.beautyworldme.com

JUNE

1-3

PREMIERE ORLANDO
Orlando (USA)
www.premiereorlandoshow.biz

7

**NORDIC HAIR AWARDS
AND EXPO**
Copenhagen (Denmark)
www.nordichairawards.com

30 June - 2 July

**COSMOPROF
NORTH AMERICA**
Las Vegas (USA)
www.cosmoprofnorthamerica.com

SEPTEMBER

2-4

COSMOPROF INDIA
Mumbai (India)
www.cosmoprofindia.com

2019

S A L Ó N
LOOK

Salón Internacional de la Imagen y la Estética Integral
International Image and Integral Aesthetics Exhibition

18-20 | OCT MADRID - ESPAÑA

S A L Ó N
LOOK
CHILE

22 - 24
NOV.

SANTIAGO DE CHILE

2020

S A L Ó N
LOOK

Salón Internacional de la Imagen y la Estética Integral
International Image and Integral Aesthetics Exhibition

16-18 | OCT MADRID - ESPAÑA