



TRICOBOTOS  
ITALIA

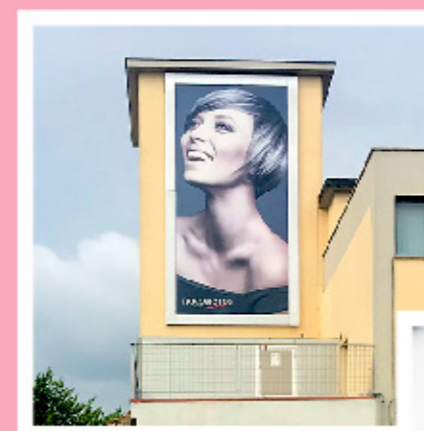


COMPANY PROFILE

A black and white photograph of a woman with long, dark, straight hair that flows down and to the right. She is looking directly at the camera with a neutral expression. The background is a plain, light color.

**Hair Beauty  
Made In Italy  
Since 1982**

TRICOBOTOS  
ITALIA



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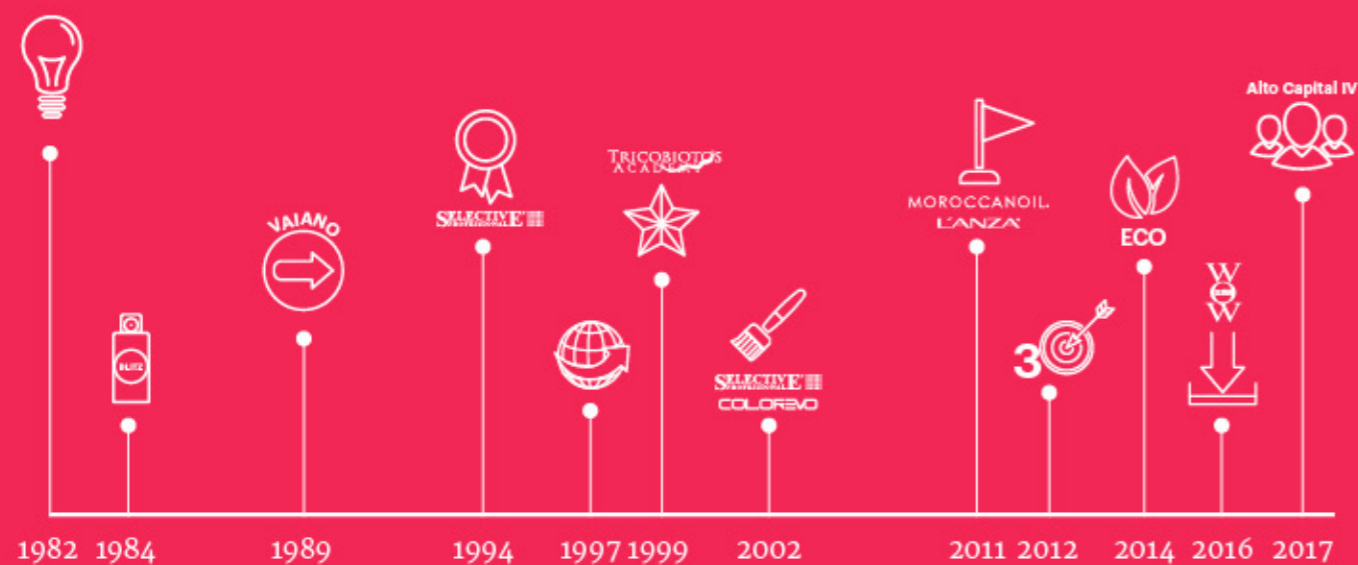
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BUCAIONI  
nt & C.E.O



## Tricobiotos spa

*Over 35 years of excellence in the professional market*

Founded in 1982 by the Bucaioni family, Tricobiotos Spa is a company specialized in the **manufacturing & marketing** of hair color and hair care products for the professional market.

Tricobiotos **formulates, develops, produces & distributes** hair colours, as well as hair care products, both for its own-branded labels and third parties.

**Innovation, excellence and a deep knowledge of the cosmetic industry has allowed Tricobiotos to grow consistently in size and turnover and to establish itself internationally.**

Tricobiotos is certified ISO:9001 for all the R&D and production activities related to the distribution of hair products.

In 2018, Tricobiotos also obtained the ISO 22716:2007 certification (GMP – Good Manufacturing Practices) for the production and packaging of cosmetic products.

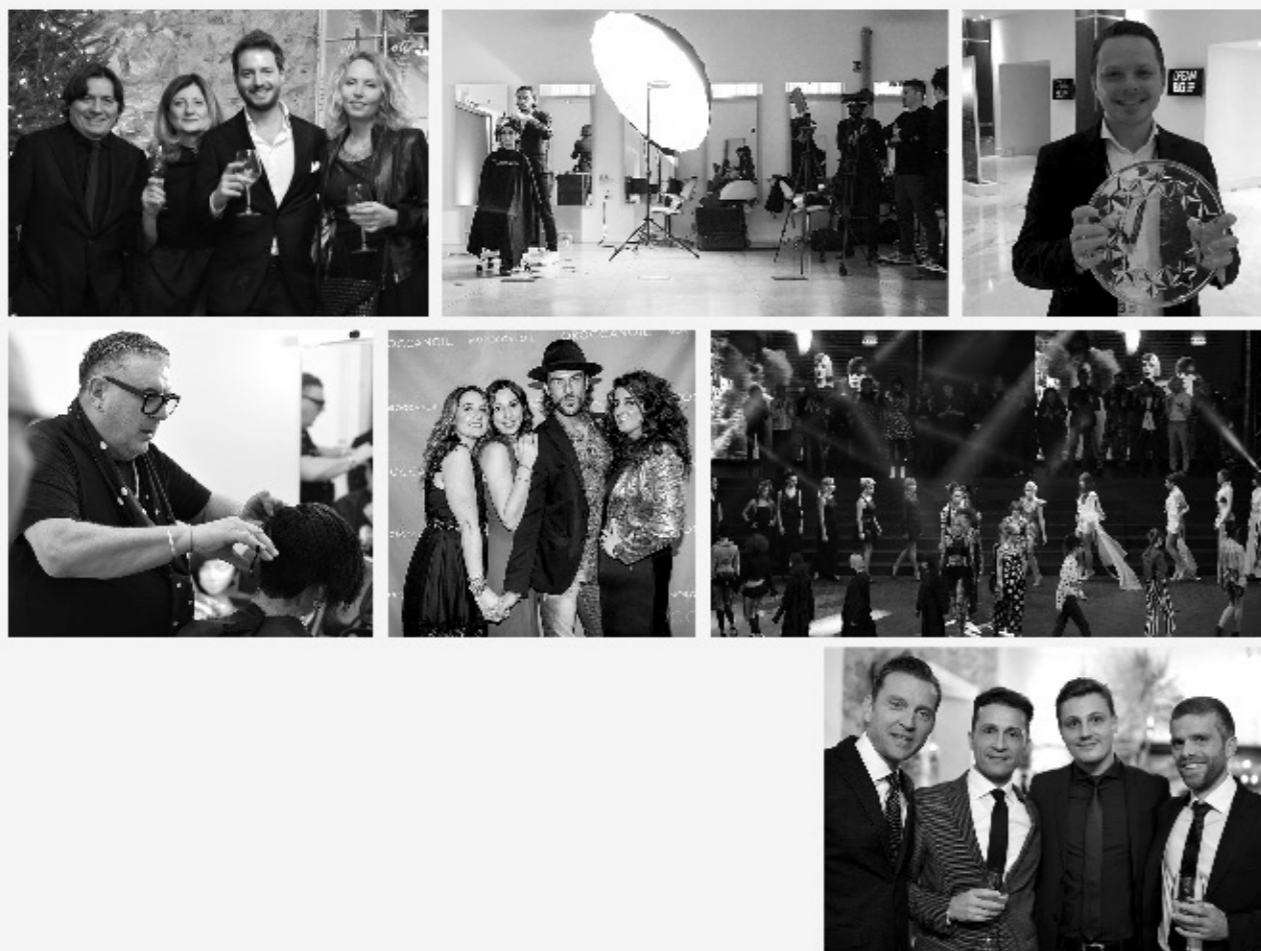
The implementation of the GMP from Tricobiotos demonstrates its great willingness to improve its standards and to offer its customers with top quality solutions.

Today, Tricobiotos SpA belongs to the Investment Fund Alto Partner SGR for over 70% and the remaining 25% to the Bucaioni family, which maintains the full strategic and operational management of the company. The agreement sealed in 2017 aimed to consolidate and further increase the company presence at international level.

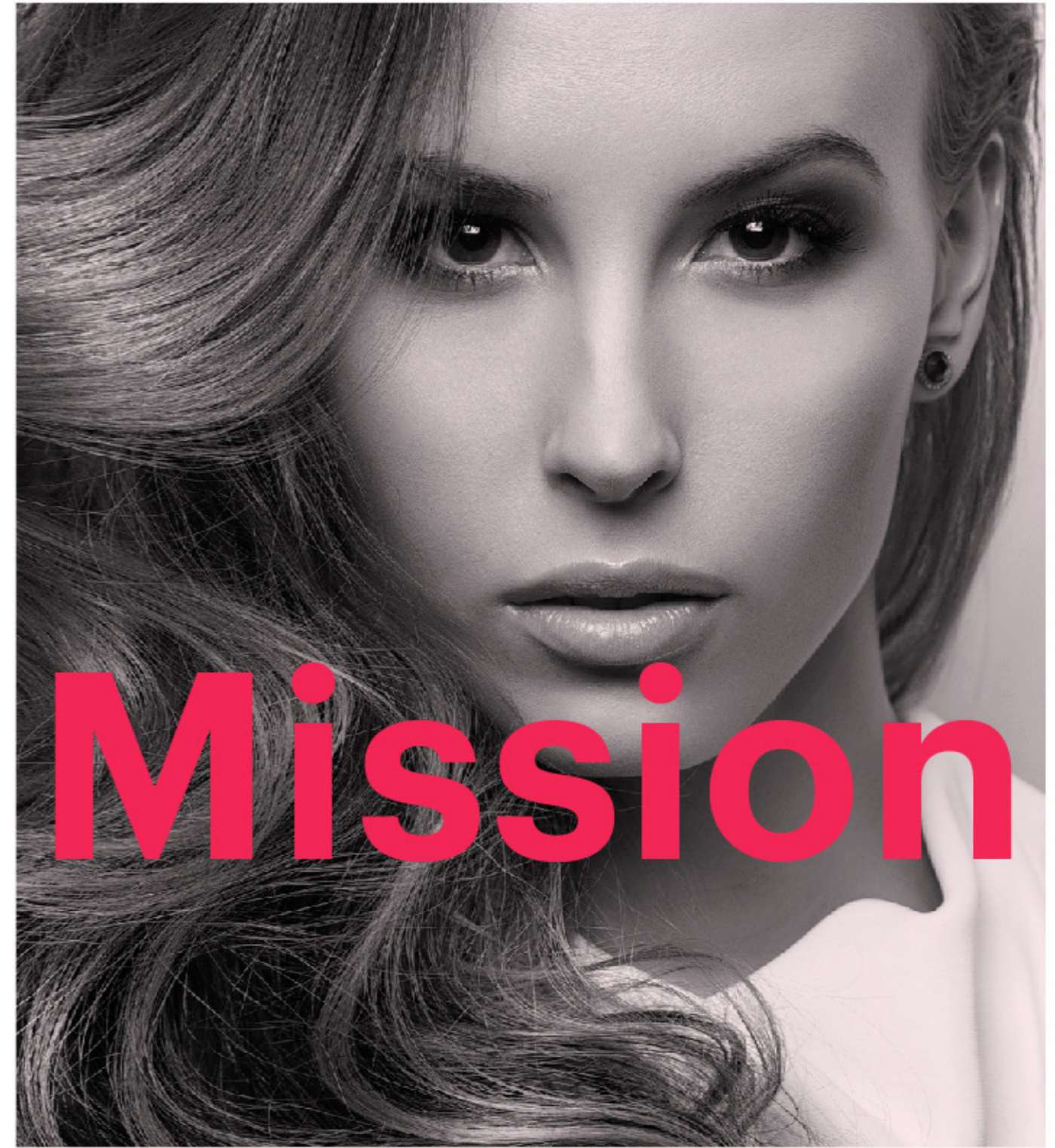
# Team

Tricobiotos employs 90 people in the offices of Vaiano and Prato, a team of 25 external free-lances, mostly technicians, stylists and sales representatives, and can rely on a solid distribution network in 70 countries in the world.

**«A trained and motivated staff is the true driver of the entrepreneurial success»**



# Vision & Mission



Tricobiotos is a very ambitious company that aims to achieve a leading role in the professional market, while growing and consolidating its position at international level.

«Our aim is to **grow & consolidate** our positioning as a worldwide recognized **player** in the professional hair industry, by providing our customers with the best of beauty solutions in terms of **quality, efficiency, safety** that can successfully meet global & local needs.»

WHERE WE ARE

# World

WHERE WE ARE



## Distribution

### *Tricobiots in the world*

Tricobiotos can count on a solid distribution network of highly esteemed importers, able to cover the National and International territory and to offer a service of excellence to the hair professional market at all time.

Today Tricobiotos' products are distributed in 70 countries around the world, with a strategic presence in Italy, Spain, Germany, Russia, Middle & Far East.



**70**  
Countries

STRATEGIC PRESENCE IN  
ITALY, SPAIN, GERMANY, RUSSIA,  
MIDDLE & FAR EAST.

UNI EN ISO 9001:2008

ISO 22716:2007



# We Do



**9.000 tonnes/year**  
PRODUCTION CAPACITY



**25 mln pieces/year**  
PACKAGING UNIT

## Research and Development

*Tricobiotos is a forward-looking firm:*

Its Chemical and R&D laboratories are among the most advanced at international level and stand out for:

- own product formula development;
- full-service supply;
- third parties' product manufacturing with external formulas;
- production flexibility and speed of reaction.

Experimentation, innovative formulas, performance and tailor-made products are the driving force of the



Tricobiotos R&D department, able to guarantee quality & consistency at every stage of the development & production process, as well as an accurate selection of prime raw materials.

«We actively support and promote important values such as **professionalism, safety & reliability**, while identifying and customizing **trends and fashion styles** for the hair salons»



### THE EXCELLENCE

own product formula development, full-service supply, third parties' product manufacturing with external formulas, production flexibility and speed of reaction

## Production

Most of the production activities are carried out in the Vaiano's plant, where the investments in advanced processes, software and machineries, guarantee cutting-edge solutions with the highest standards for the professional market, minimising waste and complaints from customers.

The factory in Vaiano currently has a **potential production capacity** of 9,000 tonnes per year and a **packaging unit** able to handle more than 25 million pieces.

### • Manufacturing Area

13 machines dedicated to the production of all professional hair products able to produce all types of products (*hair colours, shampoos, conditioners, creams, gels, spray, fixings and permanents*) and with a production flexibility ranging from 100 to 5.000 LT per batch.

### • Packaging Unit Area

12 packaging lines able to handle different types of



products (*hair colours, liquids, spray, styling*) and packaging.

Every year, Tricobiotos allocate ca. 3% of the company turnover to specific investments dedicated to the **increase and improvement of the production capacity, efficiency and quality.**

**2017-2108**



**+2 New Machines**  
IN THE PRODUCTION AREA



**+3 New Packing Lines**

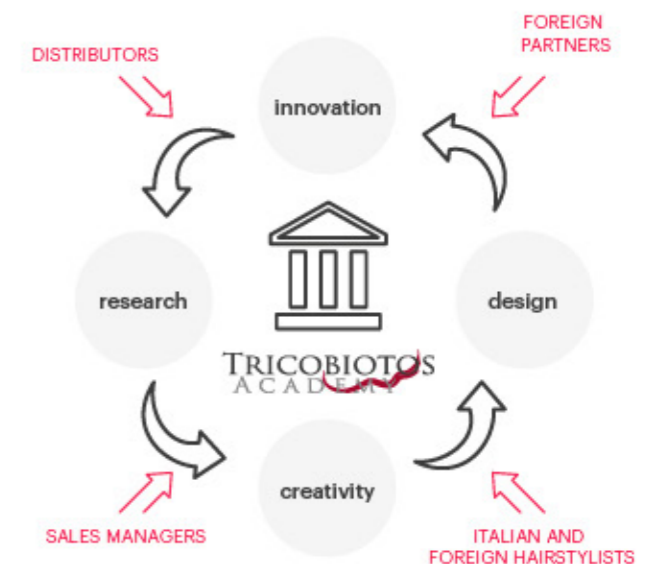
## Education

Tricobiotos Academy, based in Prato, is the area dedicated to the training of international hair stylists.

**<<A magical world where you can express your creativity, enhance and share your knowledge and experience.>>**



The training activities carried out in the Academy aim at deepening technical-stylistic, sales & marketing skills, offering ongoing updates to all partners and customers from all over the world.



All  
We Need  
Is...



Love



## Cuore Senza Barriere

*Our commitment to the medical research*

Tricobiotos takes part to charities by actively supporting the cancer research funds through its own charity "Cuore Senza Barriere ONLUS" / "Heart Without Barriers" founded by the Bucaioni family.



# All We Need Is...



## Nature

### Sustainability

With a view to the environmental sustainability and the use of alternative energy sources, Tricobiotos installed an innovative photovoltaic system for the energy consumption. The plant allows to reduce the pollution by decreasing the emission of carbon



dioxide and other polluting substances that contribute to the increase of the greenhouse effect. An important project that envisages a new way of doing business and proves the company's commitment to respect the environment.

Tricobiotos also installed a lighting system that uses LED lights, condensing boilers, compressors and refrigeration units with a high energetic efficiency.

Attention to the environmental impact, individuals, quality of the raw materials, packaging and the compliance with the current regulations are the values that distinguish the company.

**«In Tricobiotos we are committed to protecting the environment, health & safety of our employees, customers & communities where we operate.»**

# Brands



## Selective Professional

*Own brand*

With Selective Professional, Tricobiotos signs a full range of professional hair products, able to fulfil needs, dreams and desires of all customers.

A brand that, for over 20 years, has been representing stylistic orientations and fashion trends in hair salons all over the world, recognized by international Hairstylists as *Ambassador of the Italian style and excellence*.



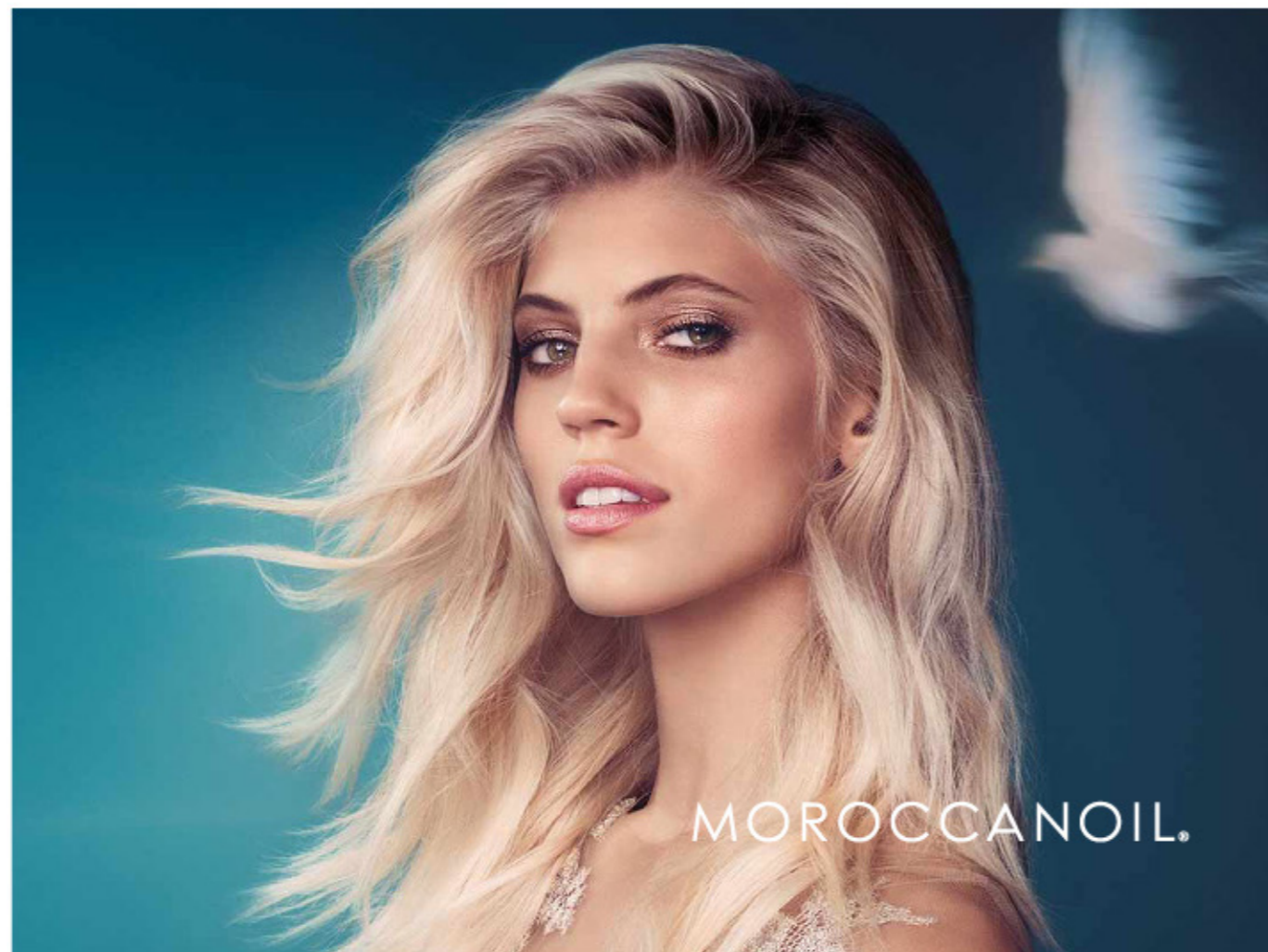
**Production and  
international distribution**



**MARKET  
POSITIONING  
Medium**



**Italy/World  
INTERNATIONAL  
DISTRIBUTION**



## Moroccanoil

*An exclusive international brand*

Distributed exclusively in Italy by Tricobiotos. Moroccanoil's products, enriched with the precious Argan oil, are able to protect and nourish the hair, while providing shine and elasticity.



The iconic beauty brand  
in less than a decade



MARKET  
POSITIONING  
Medium High



Italy  
EXCLUSIVE  
DISTRIBUTION



## L'ANZA

*Heals. Seals. Protects.*

The prestigious brand, all Made in Usa, for the elite market, distributed exclusively in Italy by Tricobiotos. Synonym of cutting-edge and top technology, L'ANZA, through its wide range of products, from treatment to colour, *heals, seals and protects* the hair.



MARKET  
POSITIONING  
Medium High



Italy  
EXCLUSIVE  
DISTRIBUTION



## Kezy

*A dynamic brand for the professional use and retail*

Produced and distributed by Tricobiotos in Italy and in the world since 2012.

Kezy offers a wide range of products able to meet all needs easily, effectively and in simple way.



MARKET  
POSITIONING  
Medium Low



Italy/World  
EXCLUSIVE  
DISTRIBUTION



## Color WOW

*The colour innovation*

In 2016 Tricobiotos becomes, for the Italian market, the exclusive partner of Color WOW, American company, promoter of innovative solutions in the haircare sector.

A unique, practical and innovative solution for those who colour their hair and want to say goodbye the roots regrowth.



**+50** Beauty Awards



Italy  
EXCLUSIVE  
DISTRIBUTION

Tricobiotos S.p.A.  
Via di Spicciano, 11 Vaiano (PO)  
Italy  
[www.tricobiotos.it](http://www.tricobiotos.it)

[www.selectiveprofessional.it](http://www.selectiveprofessional.it)  
[www.lanzaitalia.it](http://www.lanzaitalia.it)  
[www.moroccanoil.com](http://www.moroccanoil.com)  
[www.kezy.it](http://www.kezy.it)  
[www.colorwowhair.com](http://www.colorwowhair.com)

SELECTIVE<sup>®</sup>   
PROFESSIONAL

MOROCCANOIL<sup>®</sup>

L'ANZA<sup>®</sup>

Kezy

COLOR WOW

TRICOBITOS  
ITALIA 