TRICOBIOTOS
ITALIA

COMPANY PROFILE

Hair Beauty
Made In Italy
Since 1982
TRICOBIOTOS
ITALIA

TRICOBIOTOS S.P.A.

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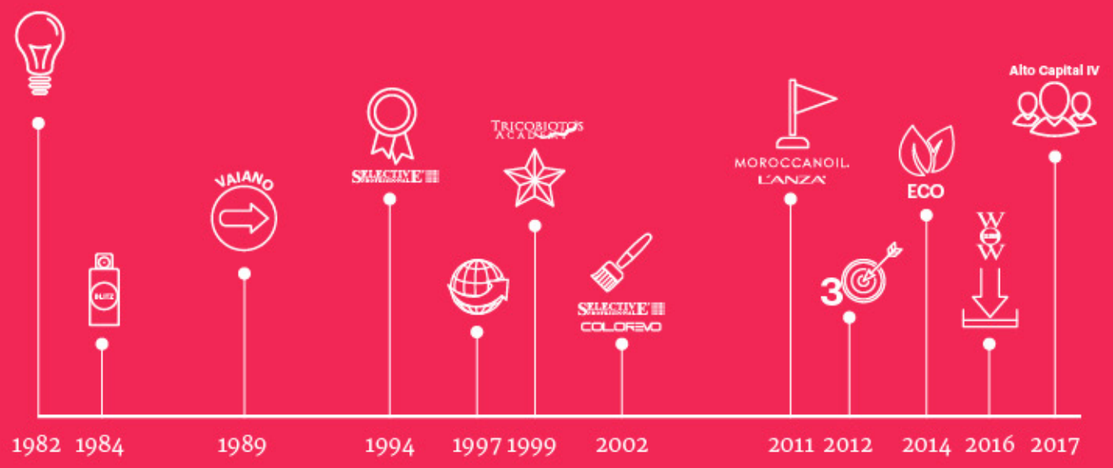
25 external free-lances

We

90 employees

70 countries in the world



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.

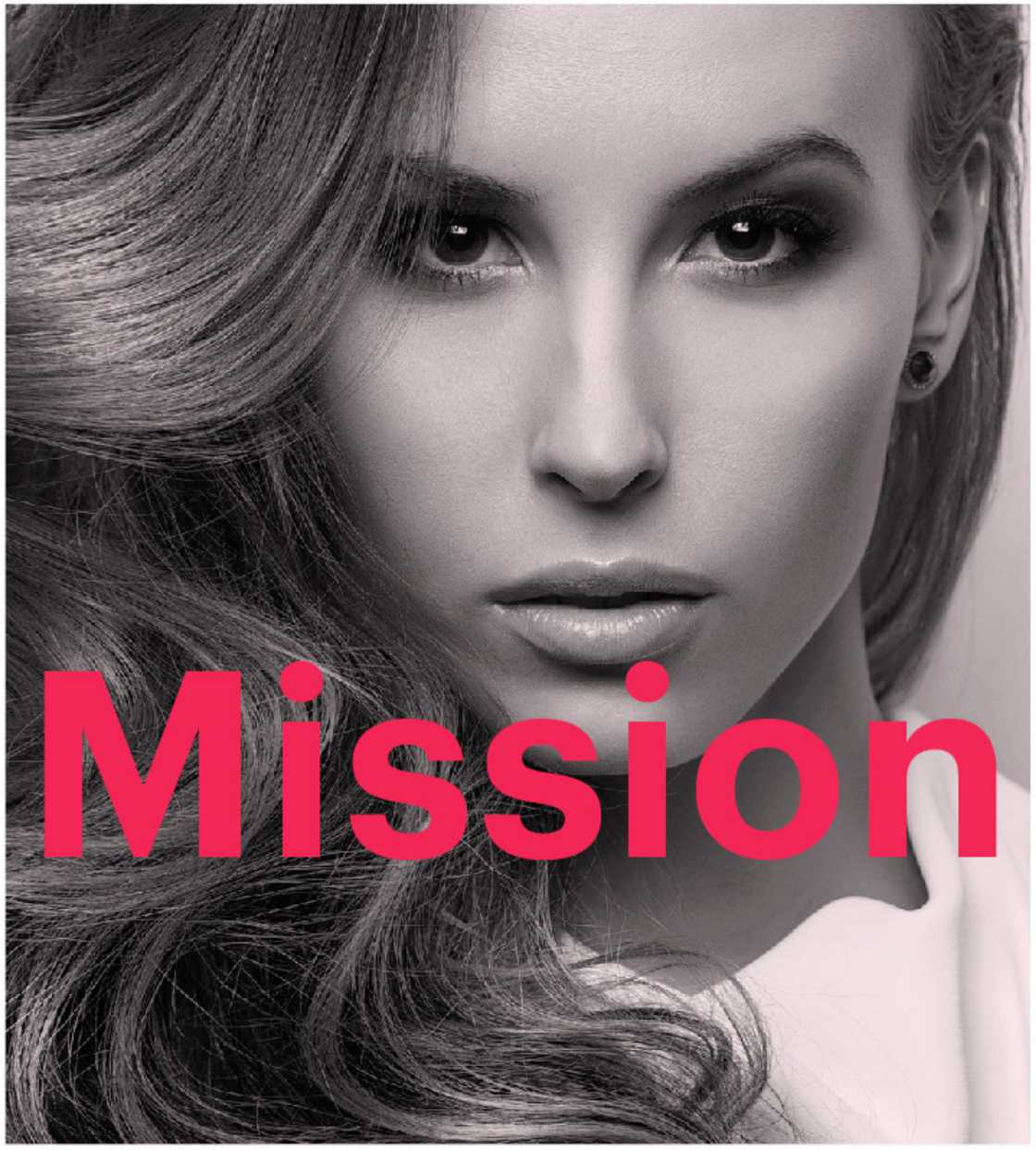
Today, **Tricobiotos SpA belongs to the Investment Fund Alto Partner SGR for over 70% and the remaining 25% to the Bucaioni family**, which maintains the full strategic and operational management of the company.
The agreement sealed in 2017 aimed to consolidate and further increase the company presence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

World

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.

CERTIFIED QUALITY MANAGEMENT SYSTEM
CERTIQUALITY
UNI EN ISO **9001:2015**

IMPLEMENTATION IN GMP GUIDE IN COSMETIC SECTOR
CERTIQUALITY
ISO **22716:2007**

CERTIFIED ENVIRONMENTAL MANAGEMENT SYSTEM
CERTIQUALITY
UNI EN ISO **14001:2015**

ISCC
International Sustainability & Carbon Certification

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

All We Need Is...

Nature

Suistanability

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*.

MARKET POSITIONING
Medium

Italy/World
INTERNATIONAL DISTRIBUTION

Production and 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

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

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Italy
www.tricobiotos.it

www.selectiveprofessional.it

www.moroccanoil.com

www.kezy.it

SELECTIVE PROFESSIONAL

MOROCCANOIL.

Kezy

TRICOBIOTOS ITALIA