

**COSMOPROF**  
WORLDWIDE BOLOGNA



*Vision*

*Courage*

*Creativity*

**BEAUTY  
MADEIN .it**



# BEAUTYMADEIN.it

## INTERVIEW GUIDE

BeautyMadeIn.it is a journey into the beauty of know-how; the craftsmanship, hearts, and visions that make Made in Italy admired all over the world. A selection of Italian beauty companies exhibiting at Cosmoprof Worldwide Bologna answer four simple yet powerful questions, revealing who they are, what “Italian beauty” means today, and what makes their stories shine on the global stage.

Read their words, follow their journeys, and let yourself be immersed in the living beauty of Made in Italy.

### THE DEFINITION OF ITALIAN BEAUTY

- *In a few words, what does Italian Beauty mean to you?*

### INNOVATION AND CRAFTSMANSHIP

- How do you manage to balance innovation and craftsmanship?

### YOUR “COMPANY PORTRAIT” - THE ITALIAN CITY

- If your brand were an Italian city, which one would it be - and why?

### THE PHOENIX MOMENT – FIRE, REBIRTH AND “USEFUL MISTAKES”

- If your company were a Phoenix, what would it be reborn from?  
In your “corporate fire”, what did you decide to let burn, and what did you choose to save?  
What has been the most valuable mistake in your story?

### THE NUMBERS THAT DEFINES WHO YOU ARE

- What's your standout number?

### THE PHOENIX MOMENT

We would have been reborn from the major transformation of 2016, the year we chose to radically renew our identity. That rebranding was not just a **change of image, but a true moment of awareness**: the realisation that we possessed a unique value - the ability to combine quality, research and accessibility - and the desire to express it with greater strength and consistency.

It was the moment we decided to truly show who we are: **an Italian brand, rooted in its territory yet able to speak to a large, international community**.

We invested in a more contemporary, inclusive and sustainable design, and in a language that resonates more closely with people's sensitivities.

In other words, we gave external form to what we had already become on the inside.



### YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Todi, the medieval hilltop town in the heart of Umbria where Astra was born and where we still find our balance. **Todi is an intimate, authentic place made of stone, quiet moments and wide-open views**. It is a city that treasures its history yet continues to evolve, just like us.

Like Todi, we bring together **deep roots and a contemporary outlook**: we are a brand that grew in a small town yet speaks to the world; that cultivates an idea of beauty that is essential, harmonious and accessible; that weaves together tradition, artisanal care and continuous research.

In Todi, we recognise our own rhythm, our identity and our way of doing business: **intimate yet open, local yet able to speak globally, ancient in its roots and modern in its vision**.



### WHAT ITALIAN BEAUTY MEANS TODAY

Authenticity — accessible authenticity. Italian beauty is real, tangible and unfussy. It expresses itself in the **simplicity of a gesture**, in a shade that enhances rather than transforms, in an approach to self-care that leaves no one out. It is a beauty that springs from everyday life and remains elegant precisely because it is spontaneous.



### HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

Innovation and craftsmanship may seem like opposites, but for us they're perfectly complementary. Craftsmanship is our way of working: care, attention to detail, and a conscious selection of textures and pigments. Innovation is what allows us to make all of this more high-performing, more sustainable and more accessible.

We constantly experiment with **new formulation technologies and advanced packaging solutions**, but always with a **deeply human mindset**, one that starts from listening to people and respecting the land we come from.



# BARALAN BARALAN

## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

### THE NUMBERS THAT TELL YOUR STORY



We operate in **over 60 countries**, offering solutions that embody quality, design and precision – all core elements of our industrial DNA.

For **more than 60 years**, we have been creating **packaging designed to protect and enhance beauty**: a number that reflects both our global reach and the craftsmanship behind each of our creations.

At Baralan, **craftsmanship and innovation** guide every stage of our work. Each packaging solution starts from an idea developed in-house, meticulously studied in every detail of shape and proportion, and then refined through the artisanal care dedicated to materials and decorations – glass processing, finishes, screen printing, 3D elements.

At the same time, our Innovation Hub adopts **advanced technologies and innovative industrial processes** to develop refill solutions, mono-material packaging, digitalization projects and production automation.

**Every Baralan pack is more than just a container**: it is the first touchpoint of elegance and the promise of a unique experience. From transparent glass to our signature accessories, every design is conceived to enhance the formulas it protects.

**Our mission is to turn packaging into the perfect balance of design and functionality**, where aesthetics and practicality come together to create products that go beyond the container itself: true symbols of innovation and quality.



### THE SURPRISING FACT

Our headquarters in Trezzano sul Naviglio are not only the heart of the company, but a **true ideas laboratory where innovation and tradition come together to create iconic packaging**. From here, we manage over 14,000 shipments a year to more than 70 countries, serving over 1,100 customers worldwide. **Our heart beats in Italy, but our soul travels far**, bringing Baralan's quality and creativity across the globe.



### YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Milan. Milan perfectly reflects who we are: a strong manufacturing core with an international vision. From Trezzano, just outside Milan, we coordinate activities and projects that speak to the world, combining design, aesthetics and innovation with a solid business focus. **Milan stands for pace, innovation and global connections**, and our role in beauty packaging is where Italian elegance meets a global vision.

### HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

Innovation and craftsmanship naturally coexist within the DNA of Made in Italy. We design, develop, and manufacture every device entirely at our headquarters in Rome: from concept and engineering of the electronic components all the way through to the final design.

This end-to-end control of the value chain allows us to combine technological precision with artisanal attention to detail.

Innovation, in our view, stems from deeply human expertise, but it is powered by continuous investment in scientific research, which enables us to turn intuition into reliable, safe, and truly state-of-the-art solutions.

### YOUR COMPANY PORTRAIT

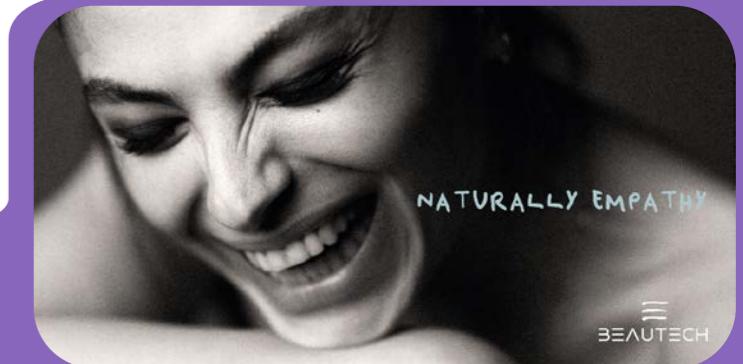
If our brand were an Italian city, it would be Modena, which is also the city where our headquarters are based. Concrete, technical, elegant, and understated.

It's a city that works with discipline, yet has a refined soul, where attention to detail translates into real quality.

Strong tradition, solid industry, and innovation that doesn't need big announcements: you simply see it in the results.



Authentic and unfiltered. Italian beauty should be preserved exactly as it is: natural and stunning, even without filters.



### THE PHOENIX MOMENT

We would be reborn from a phase of growth that needed to be rationalized. Not a leap into the void, but a structural reorganization: we observed, measured, and adjusted.

In the fire, we left behind everything that didn't work in the long term: operational slowdowns and redundant procedures.

The goal was to streamline in order to improve.

We kept the essential core: high quality standards, solid formulations, a product culture grounded in scientific rigor, and a sharp eye on trends.

Our most useful mistake was starting out as a company almost entirely focused on the formula and on a professional target. In a market like cosmetics, where the experience and relationship with the end consumer are fundamental, having an excellent product is not enough: it must be understandable, desirable, and capable of creating an emotional connection.



## WHAT ITALIAN BEAUTY MEANS TODAY



Italian beauty today is a blend of tradition and evolution – enhancing **natural beauty**, **elegance**, and refinement while embracing modern trends such as personal well-being, sustainability, and technological integration.

That's exactly what we pour into our products: constant design research, an eye on market trends, the search for sustainable materials, and production in facilities equipped with cutting-edge technology.

## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

For us, craftsmanship and innovation aren't opposites at all. Craftsmanship is simply how we work: **attention to detail, quality, and a strong sense of aesthetics**. Innovation is what takes all of that into the future, through new technologies, materials, and smarter processes. It's exactly where these two worlds meet that our packaging comes to life: **beautifully designed, functional, forward-thinking, and created with genuine passion**.



## YOUR COMPANY PORTRAIT



If our brand were an Italian city, it would be **Milan**.

It reflects our speed, efficiency, and flexibility, but also the beauty and design that define our packaging. It's no coincidence that our motto is "*Capardonì Beauty full pack*."



## THE PHOENIX MOMENT

During the Covid crisis, we decided to turn a dark and uncertain time into a chance to build tools that would stay useful long-term.

One example is our product configurator, which lets clients explore simulations and see how a finished product would look across different options and categories.

## THE ITALIAN ESSENCE

### THE NUMBERS THAT TELL YOUR STORY



For 45 years, we've been turning Florentine craftsmanship and design into accessories and fragrances that travel the world. Every year, we sell over 1 million beauty and fashion accessories: small everyday objects that become simple gestures of Italian beauty worldwide.



For us, the Italian Essence smells like **white musk**: a clean, delicate note rooted in Italian perfume tradition, able to instantly evoke **elegance, intimacy and a sense of familiarity**. It's Italy told through an elegant aesthetic, evocative scents and fragrances that speak of culture and beauty.

### THE SURPRISING FACT

We are a family-run company born in the streets of Florence, led and largely made up of women. We embody our own idea of Made in Italy: refined design, creativity and a simple yet powerful vision - making everyday luxury accessible, recognisable, and deeply **Made in Florence**.



### IT COULD ONLY HAPPEN IN ITALY

The creation of our powder perfumes began as a challenge and became a stroke of pure Italian genius; **a story that could only emerge in Italy**, a country where scents, flavours and creativity naturally live side by side.



## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

Today, the ability to combine craftsmanship and innovation is more essential than ever to succeed in the beauty industry. For us, **craftsmanship means an uncompromising commitment to putting quality first**: the quality of raw materials, of manufacturing processes, and of product testing. **Innovation, on the other hand, is the ability to make the best and most ethical use of what technology and research offer us.**

Bringing these two dimensions together in our production process is what enables us to create high-performing, truly successful solutions.



## YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Milan. Dynamic and resilient, with the ability to move confidently on an international stage while choosing to remain deeply and authentically Italian.



## WHAT ITALIAN BEAUTY MEANS TODAY

Italian beauty is a matter of absolute harmony – a sense of wellbeing and balance between body and soul.



## THE PHOENIX MOMENT

We could say that Euracom is reborn from crises. Difficult moments force us to be strong, not to run away or hide, but instead to **change perspective** and open up to opportunities and experiments that we would hardly explore in times of “peace and prosperity”.

It is also in these moments that **we reflect on ourselves and rediscover our most authentic values and the strengths** that allow us to move through challenges.

In our “corporate fire”, we decided to leave behind the distribution of tanning beds – which in the 1990s represented one of our core businesses – to focus on sun care cosmetics, which at the time were a truly pioneering revolution in the sector. This is how our exclusive distribution of the Australian Gold brand in Italy began and, from there, the distribution of highly performing skincare products alongside anti-ageing and wellness technologies and equipment.

The most useful mistake has been thinking, at times, that we were “not doing enough”. Our partners tell us this isn’t the case – but believing it has always pushed us to go further and to look for new paths to success.

## THE ITALIAN ESSENCE

For us, Italy is expressed through packaging: it's where a long-standing culture of beauty meets industrial excellence.



## IT COULD ONLY HAPPEN IN ITALY

Every new meeting becomes a special moment: we don't just deliver products, we build relationships.

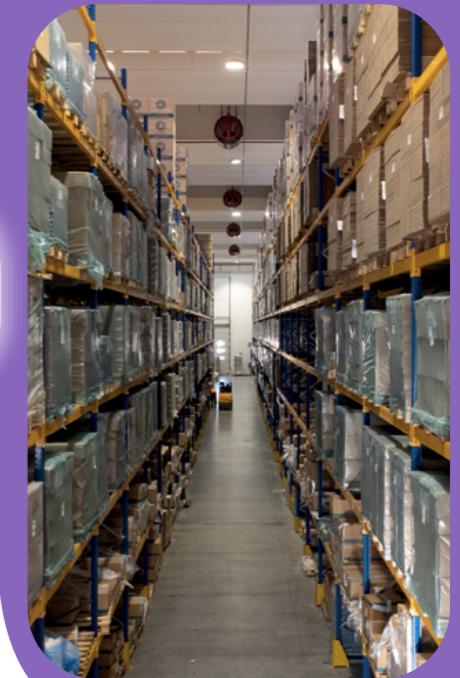
## THE NUMBERS THAT TELL YOUR STORY



We offer over 2,500 standard items that can be paired with a wide range of accessories. Together, they can be configured in **hundreds of thousands of ways** – and once you add decorations and finishes, the **possibilities are practically endless**.

## THE SURPRISING FACT

Our logistics hub spans **more than 12,000 sqm** and includes **over 18,000 pallet locations**, from which we ship to **more than 3,500 customers** around the world.



## THE NUMBERS THAT TELL YOUR STORY



We actually have two (*record-breaking numbers*): 80 years of independent, Italian, family-run activity. And 90,000 color tubes produced every day, all made in-house.

## THE SURPRISING FACT

Over 650 new products launched in the last five years. A commitment entirely devoted to the success of hairdressers.



## THE ITALIAN ESSENCE

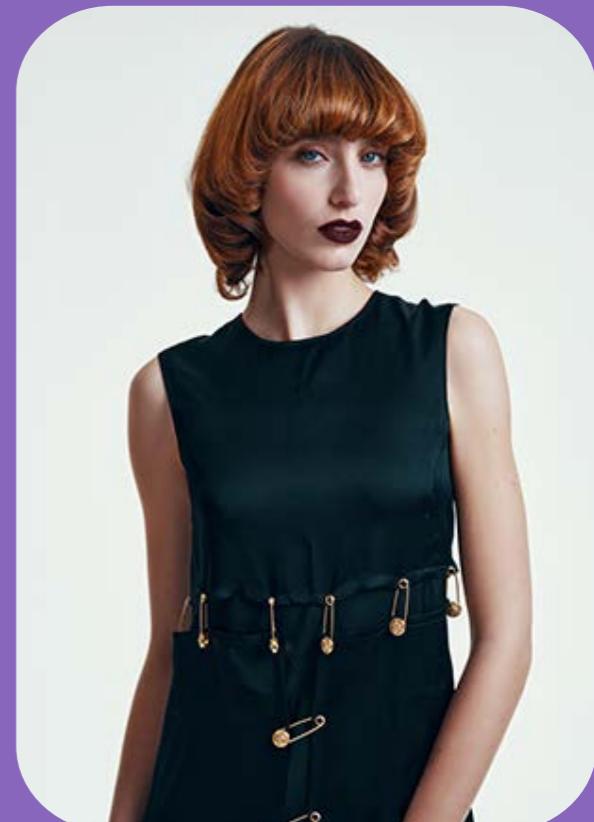
The blend of beauty and wellbeing, the lifestyle the world admires, has inspired our Morphosis line: Mediterranean ingredients designed for regenerating rituals.



## IT COULD ONLY HAPPEN IN ITALY

The idea of hair *prêt-à-porter*, created with the Italian Style Framesi team.

Italy – Milan – fashion: embracing the fashion system was simply inevitable.



## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

The brand embodies a **balance between a tailor-made philosophy**, rooted in craftsmanship and attention to detail, and an **innovative spirit** driven by our in-house R&D and academic partnerships.

Showcasing each person's uniqueness means creating **bespoke treatments**: targeted combinations and cutting-edge tools that turn beauty into a deeply personal experience.

## THE NUMBERS THAT TELL YOUR STORY

HAIRMED was created as an **innovative system of made-to-measure trichology treatments**, the expression of a scientific approach to beauty that combines **personalisation, professional quality and respect for people and the environment**.

Its roots lie in a story that began in Milan in 1966 with the Piazzolla family: a pioneering journey that has accompanied the evolution of style from the 1970s to today, giving life to **products that are simple, appealing and instantly recognisable** thanks to their vibrant colours. A journey that this year celebrates **60 years of trichology expertise**.



## WHAT ITALIAN BEAUTY MEANS TODAY

For HAIRMED, beauty is born from the **uniqueness of each individual**: every person is one of a kind, and that uniqueness is the most authentic expression of beauty. From the very beginning, our vision has anticipated today's skinification trend, with a focus on the scalp aimed at restoring balance and well-being — the essential foundations of everyone's beauty.



## YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Milan. HAIRMED is "Milanese" Design and Fashion captured in a transparent bottle, where the brand's vivid colours create an attractive, instantly recognisable image, a **symbol of style and personality**. A timeless, distinctive look turns every product into an iconic beauty object, able to stand out and remain relevant over time.



# INTEGREE



## INTEGREE

My sustainable beauty

### HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

Beauty comes from two hands: one that knows the material, and one that looks to the future.

Craftsmanship is the way we work: we choose natural active ingredients, we turn by-products into value through upcycled actives, and we pay close attention to the skin as if it were telling us a story.

Innovation is our vision: morphological cosmetics that study the skin's shape, movements and nature, so the skin can "speak" with science.

This is why every Integree product is a meeting point between laboratory precision and the power of nature.



### YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Bergamo. It doesn't reveal itself immediately; you discover it over time, like authentic beauty. It is solid, hard-working and elegant, without being showy.

Bergamo doesn't just promise. It delivers.

It is built on commitment and concreteness, but also on vision: old city walls and new architecture, tradition and innovation. Just like Integree.

Our strength is there: in what we build every day, with the same determination that defines Bergamo.



### WHAT ITALIAN BEAUTY MEANS TODAY

For us, Italian beauty today is: natural, sustainable, active.

It is a conscious idea of beauty that enhances the skin while respecting its morphology, working in a targeted way with natural, bioavailable actives - often recovered through upcycling processes that turn waste into value. It is beauty that is scientific but human, aesthetic but responsible, where naturalness is not only an ingredient but a way of seeing things.



### THE PHOENIX MOMENT

If Integree were a Phoenix, it would be reborn from one key intuition: turning cosmetics into morphological science. In our "corporate fire", we chose to let go of everything that was only about trends: short-lived aesthetics and products without a clear identity.

We kept our focus on functional research, the artisanal know-how of our laboratory, and our ability to truly listen to the skin.

The most useful mistake? Wanting to please everyone, before understanding that our real strength was being specialists.

From that moment on, we chose not to follow the market, but to guide it with a unique, professional method.

COSMOPROF  
WORLDWIDE BOLOGNA

BEAUTYMADEIN.it

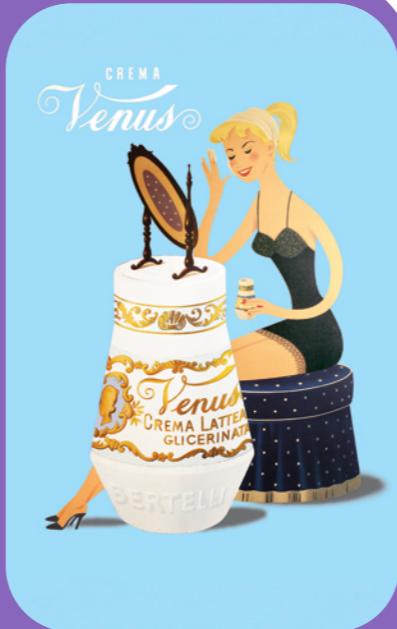
BEAUTY & SPA  
Meet us at HALL 29 | BOOTH C25  
From March, 26-29

## THE NUMBERS THAT TELL YOUR STORY



## 127 years of history.

That's the age of our longest-standing brand, Venus, which has helped shape the history of Italian beauty. It's a number that captures the wealth of experience around which the strength of Gruppo Kelémata has been built: **15 historic Italian brands**, including Cera di Cupra, Pasta del Capitano, Pino Silvestre, Perlier, PL3, Victor, Linetti, each developed and continuously updated with the same passion and dedication as the people who first created them. A living legacy that continues to evolve over time.



The places where our products are born best tell our story: two Research Centers that represent two great Italian pharmaceutical traditions, handed down from generation to generation.

Tenuta La Carignana in Piedmont, home to the Kelémata Biological Research Center, where the **study of medicinal plants** meets the most advanced scientific technologies, and the Dr. Ciccarelli Laboratories in Milan, specialized in **oral care**.

Two traditions that have come together, sharing the same values of **scientific rigor and passion for quality**, within a truly Italian reality that looks to the future without ever forgetting its roots.

## IT COULD ONLY HAPPEN IN ITALY

Even today, our two iconic face creams, Cera di Cupra's Beauty Recipe and Venus Day Cream, are the best-selling in Italy.

This is a result that spans generations and shows how **authentic quality**, when it is constantly updated without betraying its essence, **can stand the test of time and trends**.

A commercial success that rewards products which have become part of the everyday lives of millions of people.

## THE SURPRISING FACT



Our most iconic products were born from genuine **Italian strokes of genius**.

Like the invention of the **first toothpaste in paste form** by Dr. Ciccarelli in 1905, at a time when only powdered toothpastes existed. Or the **first medicated plaster** created by Dr. Bertelli, formulated with capsicum. Or Perlier's Honey Bath, the **first Italian brand to use real, completely natural honey in cosmetic products** as early as the 1970s.

**Revolutionary ideas born from scientific expertise and creativity.** Innovations that truly could only have emerged in Italy.



# L'ERBOLARIO

# L'ERBOLARIO

## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

Craftsmanship is care: time, listening and attention to detail. Innovation is the tool that allows us to make that care more effective, more sustainable and more accessible. The tools may change – the intention never does.



## THE SURPRISING FACT



From Lodi to the world: founded in 1978 as a small artisanal herbal shop, today we have 200 mono-brand stores, 4,500 points of sale across Italy and our products are sold in 45 countries.

## THE NUMBERS THAT TELL YOUR STORY

Our number is 47: the years we've been in business. For us, true "performance" means consistency – growing, evolving and staying loyal to quality, without ever giving up our identity as a family-run, 100% Made in Italy company.



## THE ITALIAN ESSENCE



The iris: the iconic flower of Italian perfumery and our bestselling fragrance for over 20 years.

# LA SAPONARIA



## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

For us, innovation and craftsmanship are not opposing forces, but two complementary sides of the same mission: creating cosmetics that are kind to people and to the planet. **Craftsmanship is where everything begins:** it means hands that knead, test, and “listen” to the raw materials, respecting their natural rhythms. It’s **attention to details**, direct control over every step, and a level of care that simply cannot be industrialised.

**Innovation is what allows this care to take on a contemporary form:** high-performance, green formulations; biotechnological ingredients combined with those from ethical supply chains; sustainable packaging and technologies that help us minimise waste.



## THE PHOENIX MOMENT

At the beginning, we believed that simply “making good products” would be enough for them to be discovered. That mistake taught us that **quality is the foundation of everything**, but it must also be communicated and made understandable to people.

From there, we began to share our story, open the doors of our lab, and **build a true community**.

Today, that decision is one of our greatest strengths.



## WHAT ITALIAN BEAUTY MEANS TODAY

### Awareness.

Italian beauty today is not about surface, it’s about choice: **choosing what is good for yourself and for the world**, what carries a story, what respects people and resources. It’s a beauty that comes from harmony, not from perfection.



## YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Trento. It’s a city where **sustainability** isn’t a trend, but a deeply rooted culture. It’s **surrounded by nature**, at the forefront of environmental policies, and strongly committed to research and green innovation.

It’s **orderly and respectful, yet warm and community-driven**. It’s also a city we feel very close to: every year we take part in the wonderful fair: *Fa’ la Cosa Giusta! - Trento*, an event that has allowed us to build meaningful relationships, projects and friendships over time.



## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

At LEMI, we believe **innovation is not at odds with craftsmanship** – it is its natural evolution.

Every product is created at the intersection of advanced proprietary technologies (such as Vibro-Music, Breast System, thermal systems and electronic mechanisms) and the skilled handwork of our upholsterers, carpenters and specialised technicians.

**We manufacture every single component in-house**, from the frame to the mattress. This full control over the production chain allows us to blend industrial precision with true artisanal care. **Innovation delivers functionality and performance; craftsmanship brings soul, aesthetics, and timeless quality.**



## THE PHOENIX MOMENT

In the past, we believed that outstanding build quality alone would be enough.

The market taught us that quality is just the starting point: real value comes from personalisation, from service, and from the constant search for solutions that anticipate the needs of today's spas.

From that mistake, the LEMI of today was born: technologically advanced, international, highly specialised – yet deeply faithful to its roots.



## WHAT ITALIAN BEAUTY MEANS TODAY

### Harmony.

Harmony of shapes, materials and gestures. Harmony between function and aesthetics, between design and wellbeing. It is what makes Made in Italy instantly recognisable around the world – and it is what guides every single LEMI project.



## YOUR COMPANY PORTRAIT

If our brand were an Italian city, it would be Milan, since it perfectly reflects the essence of our brand: contemporary design, constant innovation, sartorial-level quality and an international outlook. It's a city that combines creativity and precision, aesthetics and functionality – the same values that shape every one of our products.

Like Milan, LEMI is rooted in a strong artisanal tradition, yet always looks forward, investing in research, technology and customisation. It is a place where elegance and practicality coexist, where every detail is designed to last, and where the idea of wellness evolves along with new lifestyles.

Milan is a symbol of Italian excellence worldwide. And LEMI aims to be exactly that in the wellness industry.



## BEAUTY & SPA

Meet us at HALL 30 | BOOTH A24-B23 || A26-B25  
 From March, 26-29

# N&B - NATURAL IS BETTER



## THE NUMBERS THAT TELL YOUR STORY



Clients in over 60 countries. 36 years of research and innovation. Approximately 14 million in turnover. 75 local collaborators.

From a small laboratory born out of a lifelong passion, today N&B Natural is Better creates natural and organic tailor-made cosmetics for companies in more than 60 countries.

Our journey began in Salento in 1989 with a clear mission: to **improve quality of life through natural solutions**. Over the years, it has grown into an international success story — bringing to global markets products that meet the highest standards of quality, innovation, and sustainability.



## THE ITALIAN ESSENCE

At N&B, traditional herbal knowledge meets the most advanced cosmetic science.

Raw materials are treated like fine cuisine ingredients, and every stage — from extraction to formulation — is performed at low temperatures to preserve their full natural potency.

A young, research-driven team blends tradition, technology, and creativity to transform food-based ingredients into high-performance cosmetic actives. As the company likes to say, these are not simply cosmetics, but **“Pure Food for the Skin.”**

Each product is created with the precision of a chef crafting a signature dish — a careful balance of artisanal skill and scientific discipline.

The result is a collection of sustainable, high-quality formulations that deliver outstanding results and genuine “wow” effects from the very first use.

## THE SURPRISING FACT

N&B's organic Aloe Vera extract from Salento boasts, on average, 4.5 times more active ingredients than comparable products on the market.

Its exceptional efficacy stems from a unique combination of factors: a mild Mediterranean climate, the influence of two seas, rich regional biodiversity, regenerative organic farming, a short “plant-to-product” supply chain, and a certified cold-production process. Naturally rich in acemannan, this Aloe acts as a potent prebiotic, stimulating beneficial skin microorganisms — increasing *Staphylococcus epidermidis* by 157% within just three hours — and supporting the skin's natural renewal processes.



When, in 1989, N&B's founders set out to create a **natural cosmetics laboratory** in the heart of Salento (a region in the Southern Italy), the beauty industry was almost entirely concentrated in Northern Italy.

What began as a bold experiment in a small southern village has since evolved into a global benchmark for sustainability and innovation.

Today, the company manages a fully local, 100% zero-kilometer production chain, crafting green cosmetics for international markets; a living example of a regenerative economic model built on a simple yet powerful principle: **“From local to global, and back to local.”**

## IT COULD ONLY HAPPEN IN ITALY



### COSMOPACK

Meet us at HALL 20 | BOOTH C59 – D62  
From March, 26-28

## THE NUMBERS THAT TELL YOUR STORY

For us, it's 30. For over 30 years, RICA has grown into a solid, international luxury cosmetics company rooted in nature and built on export. The story begins in 1993 in Sicily, on the slopes of Mount Etna, sparked by the intuition of Mario Puglisi. After acquiring the brand in Palermo, he founded the company in Belpasso, a family business surrounded by citrus groves, olive trees, and prickly pears, with a small lab dedicated at first to waxes, created with one clear philosophy: to make beauty while respecting nature.

Still today, RICA is run by the Puglisi siblings: Mario (CEO), Nunzio (R&D Director), Antonella, and Maria Grazia.

From that small, family-run lab specializing in depilatory waxes, RICA has evolved into a luxury cosmetics brand found in 70 countries. Professional products strictly made in Sicily, rich in botanical ingredients, telling a story of Mediterranean entrepreneurship. All guided by the principles of Responsible Beauty: love for the planet, respect for our future, and a deep knowledge of the land and its resources.

## THE SURPRISING FACT

In 2019, RICA's Colordem won the Hair Product Award for best shine and color longevity. Colordem is a demi-permanent, acidic-pH, ammonia-free technology enriched with prickly pear extract and aloe vera, offering superior hydration and greater protection for the scalp and hair.

It delivers a unique chromatic experience: enhancing or boosting natural or cosmetic color while preserving hair health.

For us, it was a major achievement — and a proud confirmation that Sicilian innovation can stand out on the global stage.



## THE ITALIAN ESSENCE

For RICA, it all begins with local raw materials — starting with Etna's volcanic water. More than just an ingredient, it's an active element shaped in the depths of the Earth, enriched as it travels through layers of molten rock with minerals and precious trace elements that rebalance and strengthen the hair.

Then come the extracts of Mediterranean plants: black mulberry, caper flower, volcanic pumice, olive oil. But if there's one ingredient that truly tells the story of Italy — and, more precisely, of Sicily — it's Opuntia Oil. Pressed from the seeds and pads of prickly pears grown on the slopes of Etna, this rare, zero-kilometre oil is an ancient beauty secret passed down by Sicilian women. It brings extraordinary softness, shine, and body to every hair type.

## IT COULD ONLY HAPPEN IN ITALY

In the 1940s in Sicily, after a long and tiring day working in the fields, Pina Puglisi would return home, loosen her hair, and comb it using a paste made of prickly pear seeds. In that simple gesture she found beauty, identity, and a connection to her land.

RICA draws inspiration directly from rituals like hers: from tradition, from the strength of nature, from the quiet resilience of Sicilian women. That's how Opuntia Oil, the company's signature product, was born. It carries into the present the same care, the same scent, the same magic that Nonna Pina passed down to her family.

Only in Italy can the fatigue of the day and the poetry of the evening become a heritage... and a product that still tells that story.



## YOUR COMPANY PORTRAIT

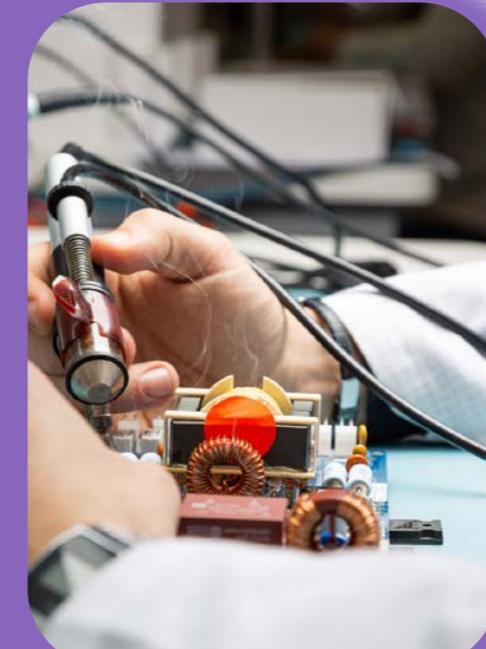
If our brand were an Italian city, it would be Rome, a city that lives and breathes beauty, knowledge, and vision. Rome represents roots and forward momentum, technical mastery and openness. That is exactly how we see ourselves: a company deeply anchored to its territory, where every project is born and takes shape, yet fully capable of looking far ahead.

Our technologies travel across the globe through solid partnerships that take us from India to the Middle East, from Japan to Indonesia, and on to South America. **Rome is a natural bridge between different cultures**, and it is within this international dialogue that we recognize our most authentic identity.



## HOW DO YOU MERGE CRAFTSMANSHIP & INNOVATION

For us, bringing craftsmanship and innovation together is a matter of method. Formulation is born in the laboratory, but it grows through continuous research. **We test, measure, and refine**. Manual and mental intuition is the starting point; technology is what makes that intuition reliable over time. There is no real progress without discipline.



## THE PHOENIX MOMENT

### WHAT ITALIAN BEAUTY MEANS TODAY

For us, **Italian beauty today is recognizability**: that unmistakable attention to detail that never goes unnoticed. It is a value that often precedes us and one we feel responsible for preserving and enhancing every single day.



We quite literally rose from the pandemic. It was a moment that disrupted certainties and priorities, yet the investments we had launched before the lockdown (ongoing research, innovation, and a strong entrepreneurial culture) gave us the strength to move forward. Even when everything around us was slowing down, we chose to keep going: to design, to develop new technologies, to maintain active relationships with international markets.

Today, in a complex geopolitical environment, that choice proves even more strategic. **We emerged from that period more aware, more resilient, and with an even clearer growth vision**.



**COSMOPROF**  
WORLDWIDE BOLOGNA



*Vision*

*Courage*

*Creativity*

**BEAUTY  
MADEIN .it**

