

VITALFARCO HAIR COSMETICS

VitalFarco srl
HAIR COSMETICS

HAIR CARE EXCELLENCE, SINCE 1969

With over 50 years of experience in the hair industry, Vitalfarco Hair Cosmetics ranks among the Italian leaders in the production of hair bleaches and hair dyes, exporting all over the world its know-how in the formulation of cutting-edge treatments for hairstyling professionals.

Developed on an area of approximately 20.000 sq.m, Vitalfarco currently boasts an internal laboratory for R&D activities, 3 production sites, two warehouses, as well as an academy for educational activities

set up with the most advanced professional equipment.

At Vitalfarco, the entire business is based on a clear and simple mission: to provide hair professionals with products that exceed expectations, further enhancing their talent in the eyes of customers.

With around 50 countries served and a global distribution network, the company can count on a solid and innovative structure, able to guarantee a service of absolute excellence both for its own brands and for private label.



REASONS WHY

- A family business company since 1969
- Sustainable production and certified quality
- 100% control of the value chain
- Global distribution network
- Private Label services
- 360° customer support
- Tailor-made education offer



STAR PRODUCTS

Thanks to continuous investments in developing a complete portfolio of brands and lines, the company can offer a wide range of high quality technical products and hair care treatments, satisfying different markets and positioning needs. Recent is the restyling of all Maxima Professional lines: among the star

products, Hair Color Plex, the cream coloring system with a vegan formulation that ensures maximum reliability and stability of reflections while protecting the hair structure; Charcoal, the innovative line of professional bleaching and blonde hair care with activated vegetable charcoal; Fiber Liss, developed to vary the level of smoothness

and offer customised services such as absolute smooth, anti-frizz and lamination. Thanks to the acquisition of Roverhair, an Italian premium brand of organic hair care joins the portfolio with its flagship lines Electa - finest hair color, Essence - ammonia free coloring system, Ultimate Nutris, a line

dedicated to a 100% vegan-friendly hair reconstruction. The portfolio is completed by Vitael, the line of professional treatments specifically formulated to offer reliable and versatile products, in the salon and at home, and NHP - the line of technical products based on extremely pure and biological actives.



ABOUT US

Company Name:
Vitalfarco Hair Cosmetics

Company Address:
Via A. Canova 8/10
20094 Corsico (MI) - ITALY
info@vitalfarco.com

Website:
www.vitalfarco.com

Established:
1969

Number of employees:
45

Main Brands:
Maxima Professional,
Roverhair, Vitael, NHP

CEO:
Luca Messinese

Export Manager (Brands):
Carlo Crosti

Export Manager (Private label, Brands):
Daniela Colleoni

