



Vitalparco
HAIR COSMETICS 

GROWING BEAUTY TOGETHER

YOUR MADE IN ITALY PARTNER
FOR PROFESSIONAL HAIRCARE

COMPANY PROFILE **2026/27**

GROWING BEAUTY TOGETHER

BUILDING GROWTH IN
PROFESSIONAL HAIR CARE
SINCE 1969

For over half a century, **VITALFARCO HAIR COSMETICS** has developed and manufactured professional hair care solutions, bringing research, innovation, manufacturing expertise and training to the world of professional beauty.

Founded in Italy and established in the professional hair care market, VITALFARCO is now one of Italy's leading manufacturers of professional hair color and bleaching products.

Over more than 50 years in business, the company has built solid, recognized expertise based on quality, reliability, technical specialization and the ability to understand the needs of salons, distributors, brands and international partners.



Our vision goes beyond the product

Every formula, every line, every project and every partnership is created with one clear objective:

TO CREATE VALUE AND
SUPPORT THE GROWTH OF
THOSE WHO CHOOSE
VITALFARCO AS THEIR PARTNER.

This is why we work every day across the entire professional hair care supply chain: from **formulation** research to **production**, from **quality control** to **packaging**, from the development of our own brands to the creation of **Private Label projects**.

With a presence in over **60 countries** and an international distribution network, **Vitalfarco** brings the value of professional **Made in Italy** hair care to the world, offering high-performance solutions, technical and educational support, and specialist expertise for different markets.



RESEARCH AND
INNOVATION



PRODUCTION
EXCELLENCE



PASSION
FOR PEOPLE



INTERNATIONAL
VISION



SUSTAINABILITY
AND RESPONSIBILITY

EXPERTISE BUILT OVER TIME

Vitalfarco's story has evolved through a continuous journey of **research, industrial development** and **international growth**.

Over the years, the company has expanded its expertise by investing in **innovative formulations, production technologies, process control, brand development** and **professional training**.

This journey has created an integrated **ecosystem capable** of supporting **clients, distributors and partners at every stage of their project**.

Vitalfarco has well-established specialization in **technical hair products**, particularly **hair color, bleaching products, oxidants** and **professional treatments**.





01

RESEARCH AND INNOVATION

We formulate advanced solutions through continuous research and the selection of the finest raw materials.

02

MADE IN ITALY PRODUCTION

We manufacture in Italy using cutting-edge technologies and efficient processes, ensuring quality and reliability.

03

QUALITY CONTROL

Every batch undergoes rigorous testing to ensure safety, performance and compliance with the highest standards.

04

FILLING AND PACKAGING

We offer flexible, customizable filling and packaging solutions designed to enhance every project.

05

PARTNERSHIP AND GROWTH

We support our partners with expertise, assistance and training to help grow their business together.

EVERY STEP, ONE SINGLE OBJECTIVE:
TO CREATE VALUE AND SUPPORT THE
GROWTH OF THOSE WHO CHOOSE **VITALFARCO**
AS THEIR PARTNER.

RESEARCH AND INNOVATION

RESEARCH IS ONE OF THE FUNDAMENTAL PILLARS OF VITALFARCO'S DEVELOPMENT.

Within its **Research & Development** laboratory, the company studies new formulations, selects **high-performance ingredients** and develops solutions designed to meet the needs of a constantly evolving industry.

Every product is created through a **balance of effectiveness, reliability and care for the hair fiber**, with the aim of guaranteeing **consistent, verifiable professional results**.

The laboratory's work is not limited to the creation of new formulas. It also includes **testing, performance assessments, controls** and continuous improvement activities.

This approach transforms research into **tangible innovation**, supporting both Vitalfarco brands and the projects developed for Private Label partners and clients.



PRODUCTION AND QUALITY

EVERY GREAT PROJECT
NEEDS SOLID FOUNDATIONS.

This is why **Vitalfarco** has developed a **modern, specialized and well-organized** production structure designed to guarantee control, efficiency, safety and continuity.

The company has **3 production sites**, covering a total production area of approximately **7,000 sqm**, within a company area of around **20,000 sqm** that integrates research, production, logistics, training, showroom facilities and sales offices.

Annual production capacity exceeds **40 million units**, with a capacity of up to **90,000 units per production shift**.

55+

Years of experience

60+

Countries served

40M+

Units produced every year

20.000 smq

Industrial area

3

Production sites

ISO 22716

Certified production



VITALFARCO | since 1969

These figures express **Vitalfarco's** industrial strength and its ability to **support** both the development of its own brands and **customized projects** for distributors, companies and international partners.

Production and filling processes are managed through **rigorous procedures, constant controls and high quality standards**.

From the selection of raw materials to the finished product, every step is monitored to ensure **reliability, safety and consistent results**.

Vitalfarco operates according to certified standards, including **UNI EN ISO 22716**, the international reference standard for Good Manufacturing Practices in the cosmetics industry.

FOR **VITALFARCO**,
QUALITY IS NOT A SINGLE
STAGE OF THE PROCESS.
IT IS THE **METHOD**
WE APPLY EVERY DAY.



OUR BRANDS

DIFFERENT IDENTITIES,
ONE COMMON VISION.

Over the years, **Vitalfarco** has developed an ecosystem of **professional brands** designed to meet different market needs. Each brand has its own **identity, positioning** and specific **value proposition**, yet all share the same goal: to offer **practical, reliable and high-performance solutions** to the world of professional hair care.

ROVERHAIR

Roverhair represents the **premium vision** of professional hair care, with products focused on performance, quality, formulation research and attention to certified, vegan-friendly formulas.

MAXIMA PROFESSIONAL

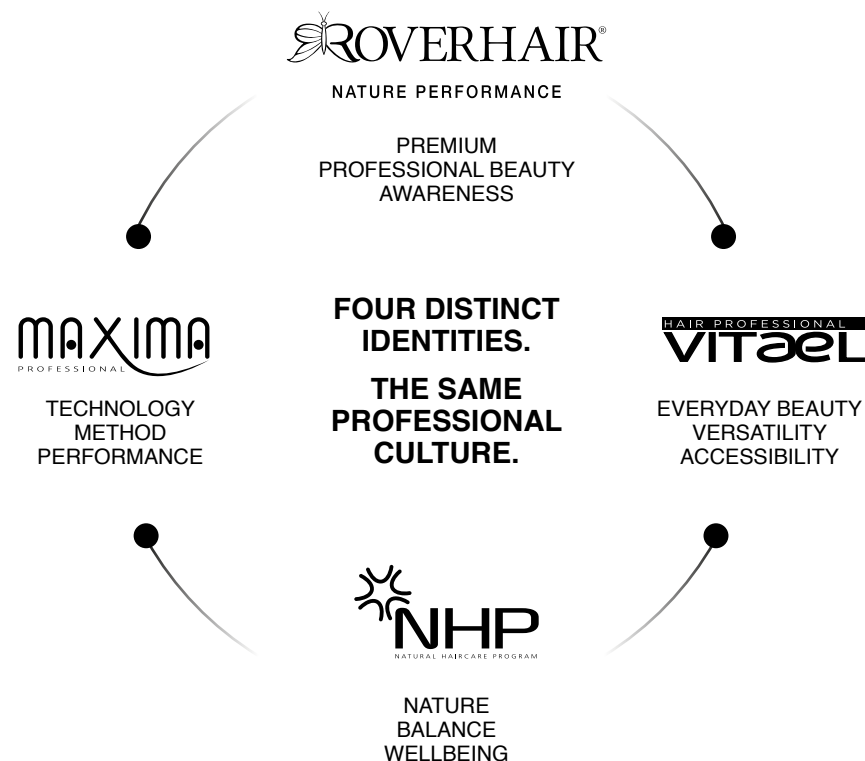
Maxima Professional interprets the **technical professional world** through solutions designed to deliver method, technology, quality and high performance in the salon.

VITAEAL

Vitael offers **versatile, reliable and accessible professional products**, designed to support everyday beauty in the salon and at home.

NHP – Natural Haircare Program

NHP maintains an identity focused on **nature, balance and well-being**, with a range now mainly centered on the world of color.



PRIVATE LABEL

WE BUILD YOUR BRAND.
FROM INSIGHT TO MARKET.

Alongside the development of its own brands, Vitalfarco offers a Private Label service dedicated to companies, distributors and partners wishing to create customized product lines. Entrusting a project to Vitalfarco means choosing **a partner capable of supporting every stage of the journey**: formulation research, concept development, packaging selection, production, quality control, regulatory assistance and commercial support.

The company's know-how is expressed above all in the development of professional technical products, an area where formulation expertise, manufacturing reliability and process control are essential.

Each project is developed in a customized way, with the aim of offering solutions that are consistent with the brand's positioning, market needs and professionals' expectations.

From idea to finished product, Vitalfarco turns expertise, method and industrial capacity into **tangible growth opportunities**.



TRAINING, EVENTS AND PARTNER SUPPORT

TRAINING PROFESSIONALS.
BUILDING THE FUTURE.

Through V-Academy, showroom activities, technical courses, seminars, training days and dedicated events, **the company transfers practical skills, product culture and continuous professional development to hairstylists, technicians, distributors and industry professionals.**

V-Academy is a space dedicated to sharing the company's know-how. It is designed to turn technical **knowledge** into **practical experience** and to support the **growth of professionals and partners.**



TECHNICAL
TRAINING



PROFESSIONAL
SPECIALIZATION



RESEARCH AND
INNOVATION



DIALOGUE AND
SHARING



CONTINUOUS
GROWTH



Vitalfarco's international presence is also expressed through participation in trade **fairs and industry events**, including international events such as OMC, both directly and in collaboration with local partners.

These activities help **enhance the brands**, present new launches, strengthen distribution across different markets and **promote the professional culture** of Made in Italy hair care.

Training, events and local market presence provide practical support for distributors and clients, contributing to brand growth and to the development of strong, long-lasting relationships.



SUSTAINABILITY AND RESPONSIBILITY

TANGIBLE CHOICES FOR THE FUTURE

Vitalfarco sees sustainability as a concrete responsibility to be progressively integrated into its processes, technologies and production choices.

The company invests in solutions focused on efficiency, resource optimization and reducing the environmental impact of its activities. This commitment involves several stages of the process: from the selection of materials to plant innovation, from research into lower-impact raw materials to the development of more responsible packaging.

Systems for efficient plant management, attention to consumption, wastewater treatment, photovoltaic panels and an anti-waste culture are all part of a path oriented toward continuous improvement.

For **Vitalfarco**, sustainability means making responsible choices, **investing in the future** and contributing to the creation of a **more conscious professional cosmetics industry**.



ITALIAN ROOTS, INTERNATIONAL VISION

Vitalfarco's roots lie in the **Italian manufacturing tradition**. Its outlook is focused on **international markets**.

Thanks to a global network of distributors and importers, the company is present in over 60 countries, bringing professional products, technical expertise and practical support to local partners around the world.

For **Vitalfarco**, **Made in Italy** is not only a geographical origin, but a working method: attention to quality, care for detail, formulation expertise, manufacturing reliability and product culture.

Every new market, every new project and every new collaboration represents an opportunity to keep growing together.



Research, production, quality, training and international vision come together in one single objective: to offer **professional solutions** capable of generating **trust, results and growth**.

Vitalfarco Hair Cosmetics is the partner for those seeking technical expertise, production strength, brand creativity and professional culture.

BECAUSE THE **SUCCESS**
OF OUR PARTNERS IS
THE **MOST AUTHENTIC** MEASURE
OF **OUR OWN SUCCESS**.

GROWING
BEAUTY TOGETHER



VITALFARCO HAIR COSMETICS

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