

## VITALFARCO HAIR COSMETICS

**Made in Italy hair care excellence, since 1969.**

With about **60 years of experience** in the hair cosmetics sector, Vitalfarco is **among the Italian leaders in the production of hair bleaches and hair dyeing**, exporting its know-how in the formulation of cutting-edge treatments for hairstyling professionals all over the world.

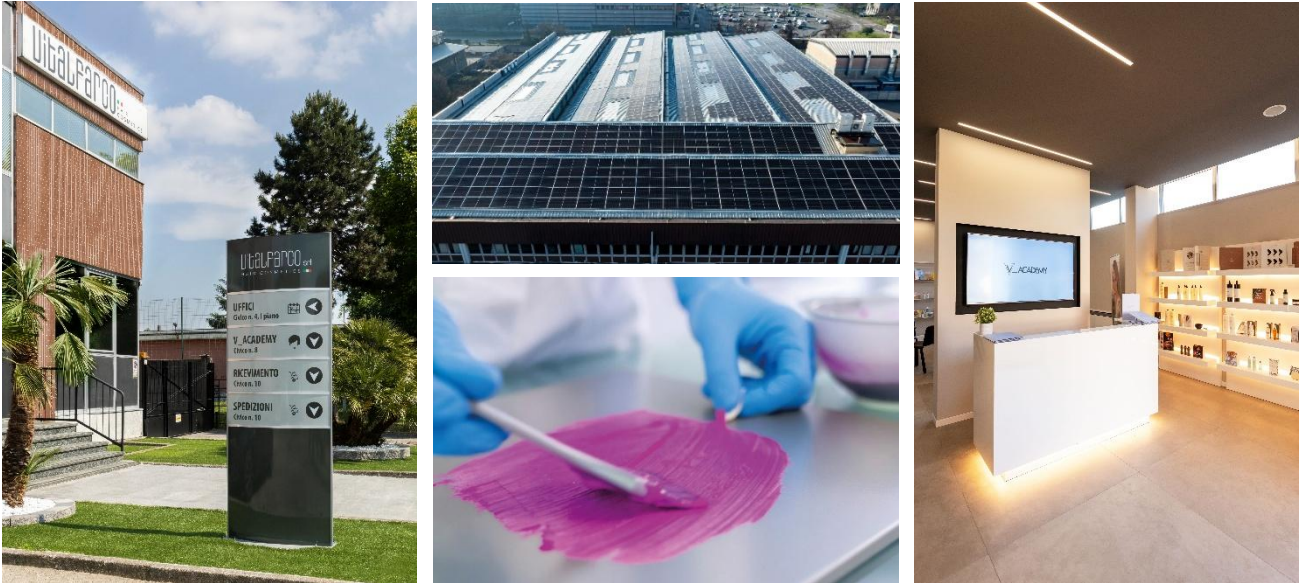
From the founder's intuition in the early 1970s, when the company began producing lotions and shampoos for a small audience, through the development of the 1980s and 1990s with the emergence of growing needs in professional hairstyling and coloring, to the conquest and consolidation of global markets over the last two decades: Vitalfarco tells **a story of more than half a century spent alongside salons**, anticipating the needs and trends of a constantly evolving sector.

Thanks to continuous investments in **research and development** and **state-of-the-art technology**, today the company relies on a solid and innovative structure capable of guaranteeing a service of absolute excellence both for its own brands - successfully distributed across **all five continents** - and for private label lines.

The offering includes a wide range of technical products, hair treatments, and styling items, with different lines and brands designed to meet various positioning needs: **Roverhair**, a premium hair care brand with certified and vegan lines; **Maxima Professional**, a universe of lines and products designed to ensure maximum quality, high performance, and ease of use; and **Vitael**, effective and versatile professional products, both in the salon and at home.

With private label service, flagship of the business, the company provides customers all its know-how in the development of innovative formulas and in the creation of customized product lines, offering 360° support (quality control and regulation, graphic design, training assistance and merchandising).





Developed over an **area of approximately 20,000 m<sup>2</sup>**, the company currently features an **in-house laboratory dedicated to R&D activities**, three production plants with an **annual capacity of 40 million units**, two warehouses for finished product packaging and raw material storage, and an **academy for training activities** equipped with the most advanced professional tools, complemented by a 200 m<sup>2</sup> showroom.

Always attentive to innovation and quality, the company bases all its activities on a **clear and simple mission**: to provide hair professionals with products that exceed expectations, further enhancing their professionalism and talent in the eyes of their clients. For this reason, **every phase of the production cycle is constantly monitored**, from the selection of raw materials to final packaging. Investments in research and development and cutting-edge technology enable the company to achieve the highest quality standards, as certified by the **UNI EN ISO 22716 standard**.

Intelligent systems for production plants management, technologies for halving water consumption, advanced wastewater purification systems and photovoltaic panels to achieve energy autonomy are just some of the implementations adopted by the company to promote a **sustainable development**. Vitalfarco continuously invests in the search for **low environmental-impact raw materials** and active ingredients from upcycling, while also adopting **fully eco-friendly packaging** and promoting an internal culture focused on waste reduction. The company is also actively engaged in **environmental sustainability projects** in key regions around the world through initiatives such as Fishing for Litter and Plastic Circularity, aimed at protecting marine ecosystems.

With **more than 60 countries served** and a **global distribution network**, Vitalfarco continues to successfully export the very best of Made in Italy quality, guaranteeing the highest level of professionalism and constant customer support, including pre- and post-sales assistance, training and coaching activities, participation in international events, and promotional and marketing initiatives.