

## VITALFARCO HAIR COSMETICS

### *Italian Excellence in Professional Hair Care since 1969*

With more than 55 years of expertise in trichology, Vitalfarco plays a **key role in the professional hair-care industry**. The company ranks among Italy's leading producers of hair bleach and exports its advanced formulation know-how to hairstyling professionals worldwide.

From the founder's early vision in the 1970s when Vitalfarco began creating lotions and shampoos for a niche clientele through the growth of the 1980s and 1990s, as professional coloring and hairstyling needs expanded, to the achievement and consolidation of global markets over the last two decades, Vitalfarco has built a story of more than half a century alongside salons, anticipating trends and meeting the evolving demands of the industry.

Innovation and quality have always been at the heart of the company's mission: to provide hair professionals with products that exceed expectations and **showcase their expertise to clients**. Every stage of the production cycle is meticulously monitored, from the selection of raw materials to final packaging. Continuous investment in research and cutting-edge technology ensures the highest quality standards, certified to UNI EN ISO 22716.



Today, Vitalfarco stands on a solid and forward-looking foundation, delivering excellence both through its own brands **Maxima, Roverhair and Vitael**, successfully distributed across five continents and through its **renowned private-label lines**.

**Supported by the expertise of in-house technicians and a dedicated team of specialists**, Vitalfarco guarantees outstanding professionalism and ongoing customer support, including pre- and post-sales service, continuous education, participation in international events, and tailored promotional activities.

Serving around 60 countries through a global distribution network, Vitalfarco continues to partner with hairstylists worldwide, exporting the very best of Italian hair fashion and sharing its philosophy: **FEEL, BECOME, IMPROVE**.

