

Oyster

C O S M E T I C S

COMPANY PROFILE



ABOUT US

The Colour Professionals

Oyster Cosmetics has been producing **hair cosmetics** and **skincare products** since **1983** and its particular area of expertise is hair dyes.

We offer **personalized solutions**, thanks to our experience in both the **professional** and **consumer** channels.

We distribute our products in **over 80 countries worldwide**, developing formulas and products that meet the needs of all hair types.

Our Passion

The **Oyster Cosmetics** group has an extensive portfolio of **brands** that meets the needs of both **professionals** and **consumers**.

We are passionate about what we do and combine our experience with continuous research into **new technologies** to deliver consistently innovative **hairecare** and **skincare** brands.



ABOUT US

Our Company

Our premises in Castiglione delle Stiviere (Mantua) cover a total **area of 65,000 sqm**, with state-of-the-art production technologies overseen by **specialized staff**.

We have a very flexible manufacturing system, thanks to highly efficient and **automated production** lines which work alongside specialized manual lines which we use for more **exclusive projects**.

Certifications

Our supply chain complies with certified quality and safety standards **UNI EN ISO 9001** and **UNI EN ISO 22716**, in accordance with **Good Manufacturing Practices (GMP)**.

CERTIFIED QUALITY
MANAGEMENT SYSTEM

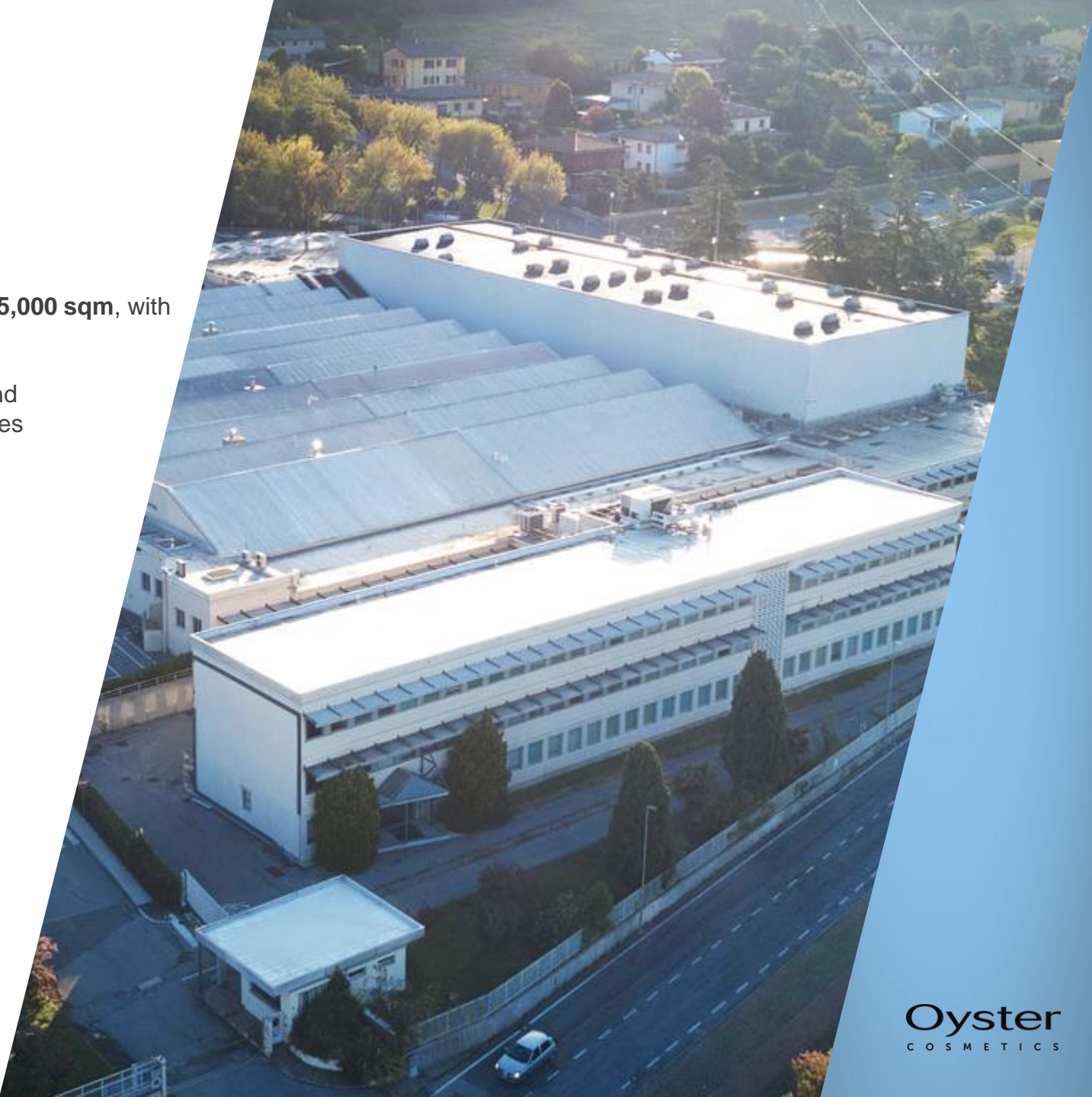


UNI EN ISO **9001:2015**

IMPLEMENTATION IN GMP
GUIDE IN COSMETIC SECTOR



ISO **22716:2007**



Oyster
COSMETICS

INNOVATION

4 Laboratories

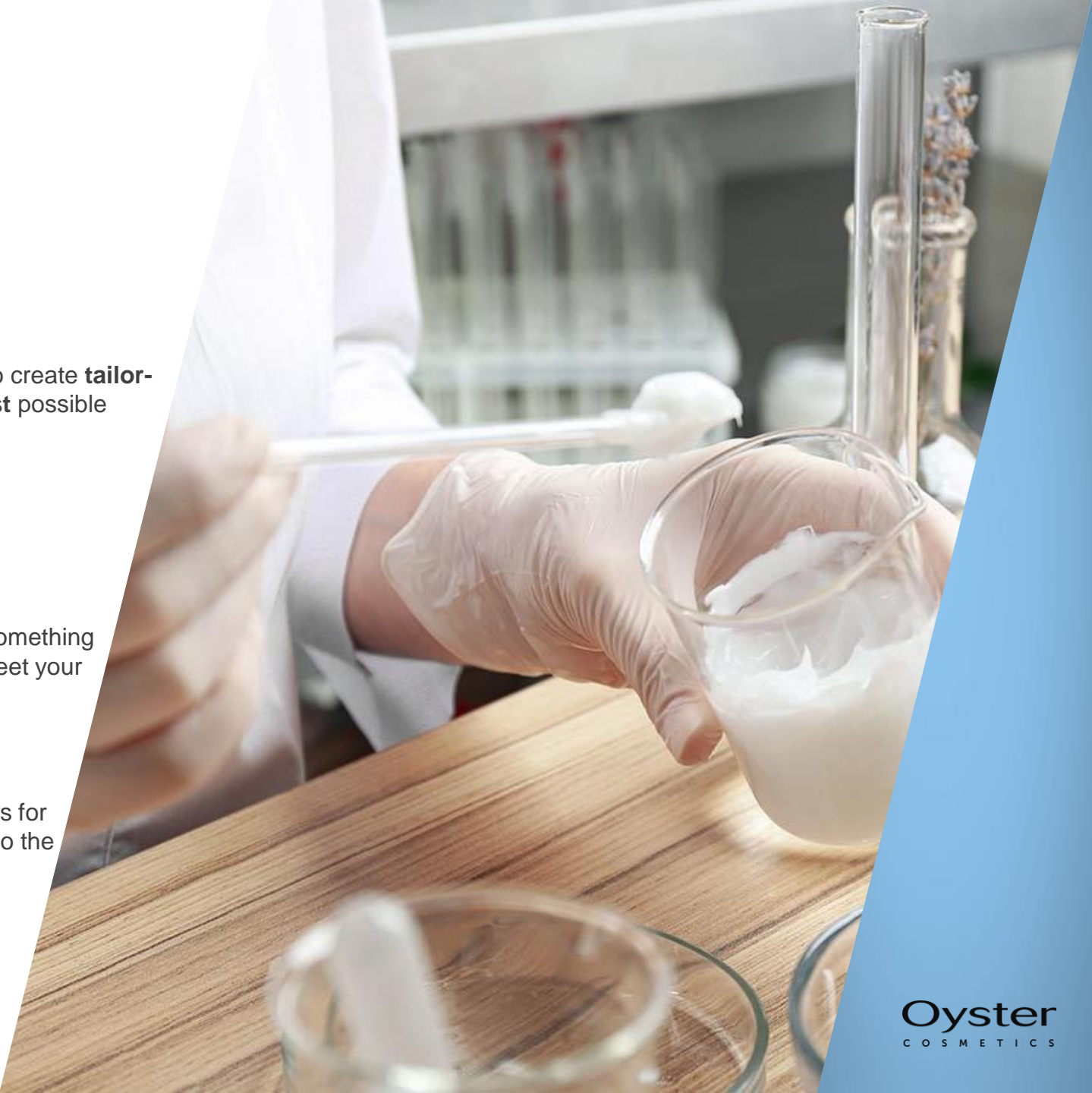
Our **4 specialised laboratories** select and use **innovative ingredients** to create **tailor-made products**, monitoring each and every process to ensure the **highest possible quality standards**:

- **Research & Development**
- **Regulatory**
- **Quality**
- **Microbiology**

Whether you envisage your concept as **natural** or **biotechnological**, or something in-between, Oyster will give your brand its own **individual character** to meet your needs and those of your market.

Consulting at 360°

Our team of **marketing specialists** studies and develops product concepts for **creative projects, exclusive designs** and **turnkey solutions** according to the **latest trends** in the cosmetics industry.



TECHNOLOGY

Concept and Active Principles

Thanks to the **expertise** of our **R&D** department, you can choose from an extensive range of **active ingredients** to **personalize** your **concept** and satisfy the latest **trends** (eco-sustainability, clean beauty, vegan).

- Natural oils
- Aromatic plant extracts
- Food extracts
- Berry extracts
- Marine extracts: algae, salts and trace minerals
- Plant and mineral extracts
- Actives and biotech complexes with latest-generation molecules
- Botanical and medicinal plant extracts



ACADEMY

West Garda Academy

West Garda Academy is Oyster's **Educational Centre**. It is a **professional training centre** which runs courses for hairdressers about the Group's products and rituals.

Our team of hair professionals helps hairstylists grow their professional skills through **technical, style and managerial courses**.

The courses are held against the beautiful, relaxing backdrop of **Lake Garda** in a **prestigious international hotel** that offers **stylish Italian accommodation**, extensive grounds, swimming pools and sports facilities.



1. PRIVATE LABEL

Multichannel Expertise

With thirty years of know-how and expertise in the **cosmetic sector**, Oyster can develop and deliver **full service projects** for the **different distribution channels**:

Professional:

Professional hairdressers and beauty centres

Consumer:

Mass retail, perfumeries, pharmacies, drugstores and beauty supply stores



FULL SERVICE PROJECT



Client partnerships

We build strong partnerships with our clients, sharing the know-how we have built up over 30 years in the business.



Product personalisation

We create tailor-made products, customising them to the needs of the client, the sales channel and the target market.



Eco-sustainability

We have a sustainable approach to packaging (recycled and recyclable pack, reduced thickness labels ...) and to formulations (vegan, edta free, mineral oils free).



Executive tests

Our team of experienced professionals tests products and formulations on models in our West Garda Academy on a daily bases, to ensure constant quality and continuous updating with new trends and technologies.



Projects that become products

We work with you to create a custom project, developing the best formulas and studying the concept and positioning of the range.



Packaging design

We source the most innovative and sustainable packaging there is to create your desired image and make your product unique and appealing.

OUR GREEN VISION

Environmental **considerations** are at the heart of our mission. Oyster Cosmetics is committed to **reduce impact** of environment by focusing on two main points.

The Green Lab

1. Green Formulations

2. Packaging Innovation



THE GREEN LAB

The **Green Lab** by Oyster Cosmetics is a **project of Research and Development** created to respond in an increasingly effective and specific way to the needs of the **Natural Cosmetics market**.

In The **Green Lab** we preferred to follow the path of **natural cosmetics** and concentrate our commitment in the development of **formulas** increasingly **oriented to Nature**, with a view to **transparency** to customers and in a **sustainable way**.

Oyster Cosmetics is a **member of RSPO**



RECYCLED PLASTIC (PCR)

- Organic materials & Recyclable materials derived
- Recycled materials derived



Bottle



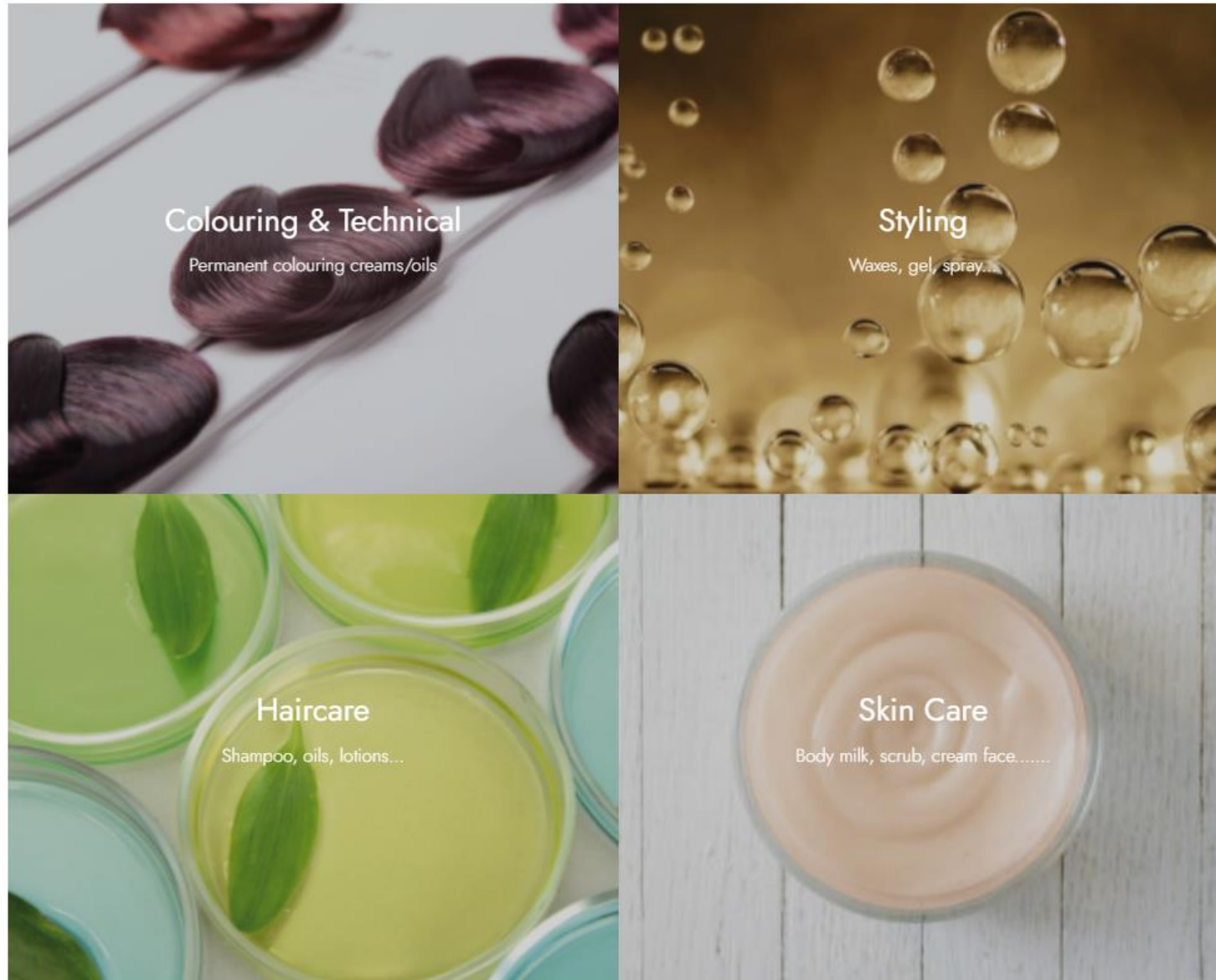
Tubes



Vases



PRODUCT CATEGORIES



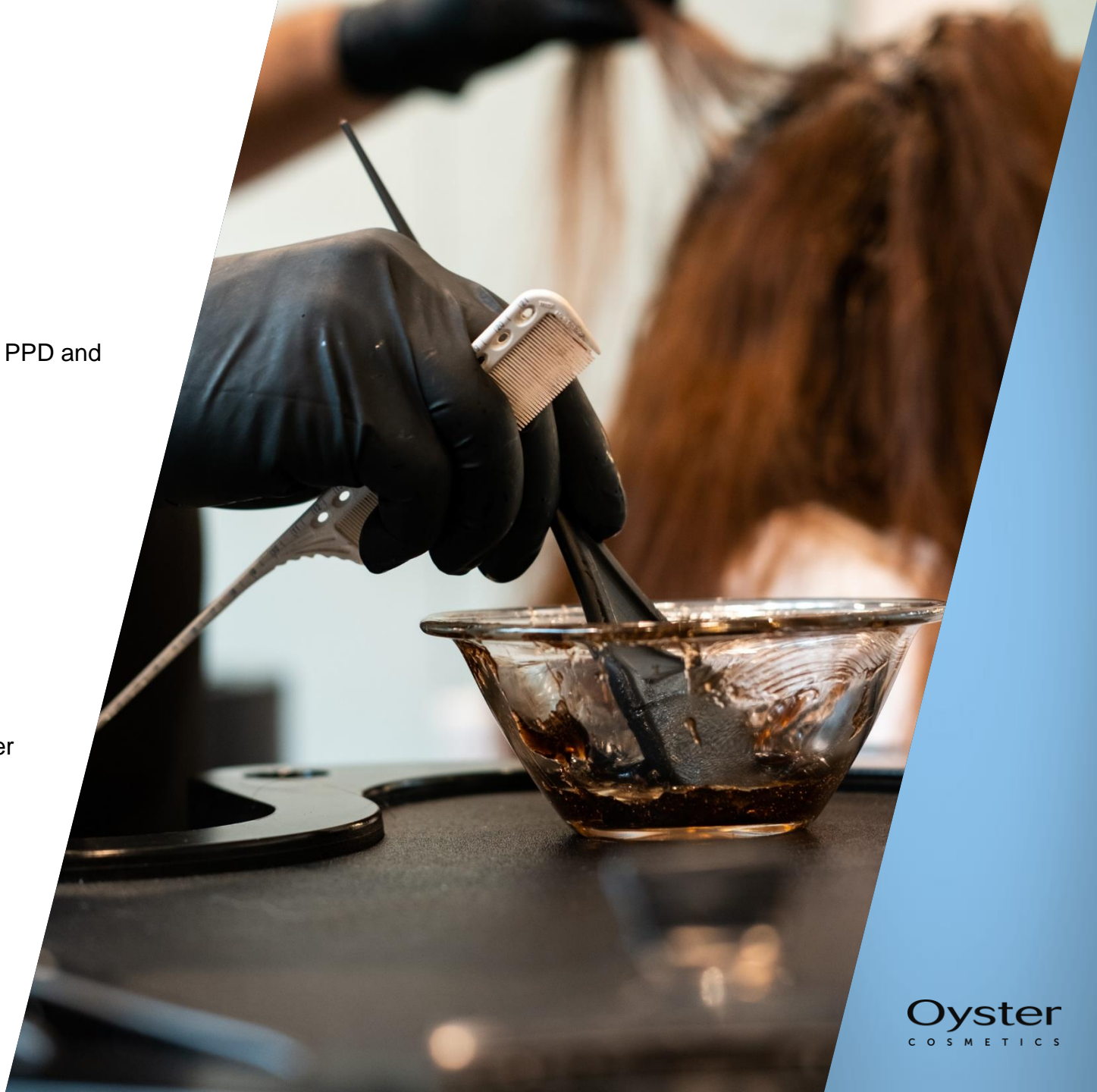
HAIR CARE

- Pre-shampoo scalp treatment
- Specific shampoos for different scalp and hair types
- Leave-in and rinse-out post-shampoo conditioning creams (balms, masks, conditioners, bi-phase products, 10-in-1 spray)
- Lotions for scalps and lengths
- Illuminating oils – Serum – Liquid crystals
- Essential oils
- Anti-yellow products
- Hair Reconstruction
- Plex-Like protective treatments
- Dry shampoo



COLOURING & TECHNICAL

- Permanent colouring creams/oils: with ammonia, free from ammonia, PPD and resorcinol
- Tone-on-tone demi-permanent colouring creams/oils
- Direct colouring
- Permanent, tone-on-tone hair colour kits
- Developers
- Bleaching products
- Permanents
- Smoothing products
- Other technical products: colour remover, barrier cream, stain remover



HAIR STYLING

- Hair Gels: soft, medium, strong
- Hair Waxes and Pastes: clay-based, water-based and styling
- Hair Sprays and No Gas Ecological Hair Sprays – Hair Foams
- Illuminating oils – Serum – Liquid crystals
- Anti-frizz products
- Smoothing fluids and creams
- Curl definition fluids and creams
- Heat protectors
- Brightening sprays



SKIN CARE

CLEANSING & PREPARATION

- Face and body scrubs
- Body washes

CLEANSING: MAKE-UP REMOVERS

- Bi-phase
- Mousse
- Gel
- Cleansing milk
- Toner

DIFFERENT SKIN TREATMENTS:

- Cream: face, body, hands, feet
- Face serum
- Body milk
- Oil: face and body



2. PROFESSIONAL

Professional Expertise

Our **range of professional brands** is designed to meet all the **needs** of salon **professionals**. Continuous **testing** on models ensures our products deliver **high performance**, **safe results** and the **utmost creativity**.

We help **hairdressers** build their professional skills, providing **training courses**, **exclusive protocols** and **technical consultancy** services so they can grow into “**beauty entrepreneurs**”.



Oyster

C O S M E T I C S

The brand of **professional hair products** which, since **1983**, has combined **Italian creativity** and a **complete** and **functional** product **range** with **formulas** that are **effective** and **easy to use** in the salon.



NYCE

NEW YORK
COSMETIC
EXPERIENCE

A complete **Color and Care System**, where top quality **ingredients** and the latest **technology** create a perfect blend of **reliability** and **creativity** to differentiate the **NYCE** salon.





PURA KOSMETICA is a **professional** line based on **natural vegetable ingredients** selected to guarantee **high performance**, while **respecting** the **skin** and **hair**.

PURA KOSMETICA has developed **effective formulations** able to deeply **nourish** and **repair** the **scalp** and the **hair**.



FREECOLOR PROFESSIONAL

FreeColor, is a **complete range** of **professional products** that embraces the “**Vitaminic Philosophy**”, where **vitamins**, functional molecules, **nature** and **technology** all work together. It's a reserve of **energy** for the hair which due to the complex of **3 oils** (**Argan**, **Almond** and **Apricot**), protects and nourishes the hair fiber.



REGIA collection

A huge **products collection** from hair coloration to hair care, minimal design and essential style.

Innovative technology, cosmetic tradition, Made in Italy research and quality, for a range of products that supports the hairdresser creativity and satisfies all women's beauty desires.





From the merge of violet and pink was born NATURAL PINK COLOR, expression of **elegance** and **refinement** typical of the ITALIAN MOOD.

Both **French** and **Italian colouring tradition** can be found in **Dahlia Paris Color**, a professional, comprehensive, state-of-the-art line. A dyeing cream with various shades, as well as oxidants, bleaches, haircare and styling products: the line ensures the highest performance, rich colours, hair wellbeing. French allure and Italian personality in a range being able to satisfy hairdresser's salons all over the world.



3. CONSUMER

Professional Performance

Thanks to our extensive **experience** in the **professional channel**, we have created a wide range of **colouring** and **hairecare products** that can be used **at home**.

Cosmetic and Sensorial appeal

Guaranteed **cosmetic result**, **captivating fragrances** and **gentle textures** all combine to make our home treatments an **enjoyable, relaxing**, all-round **wellbeing** experience.

Guarated Result

Our treatments deliver **outstanding results** and always keep their promises, thanks to botanical active ingredients and technological molecules.

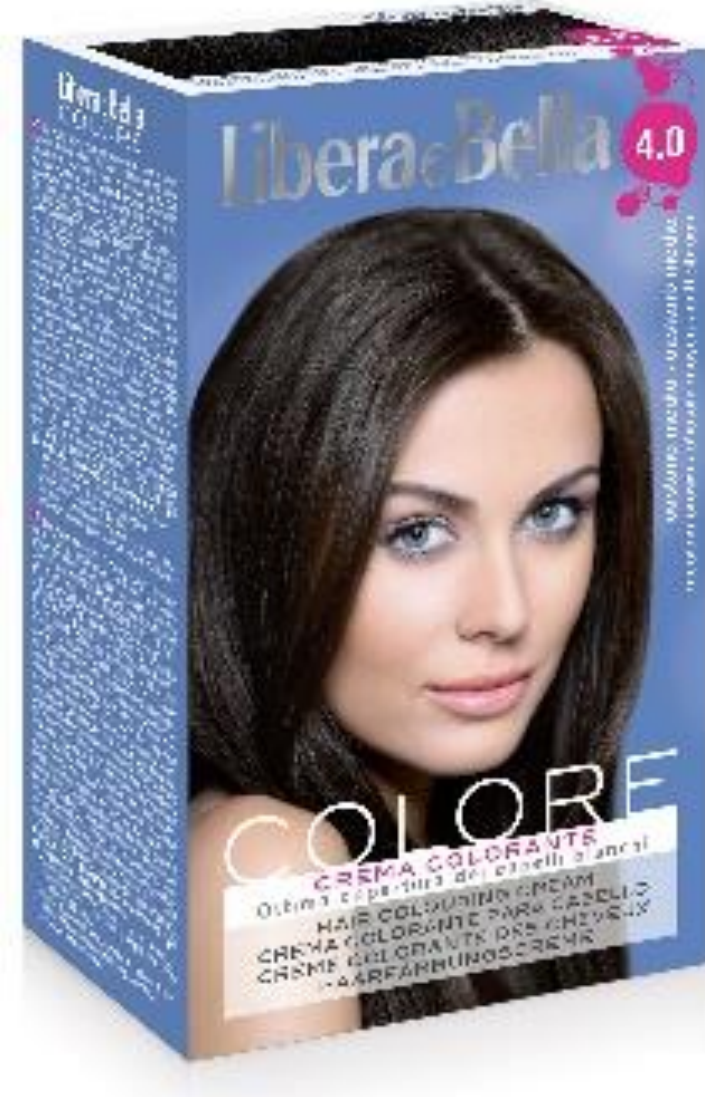


LiberaeBella

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Professional Result

A line of **hair colours** that are Made in Italy **with ammonia** and **Argan Oil** which leaves hair looking gorgeous and silky. A complete range of haircare products with **more than 50 years' experience** in the beauty industry.



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fashion colore elite

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Colore Moda in totale Sicurezza

Fashion Colore ELITE is a range of hair colours by Oyster Cosmetics for customers who want a permanent dye with **light, bright** and even **unusual shades** that guarantees **100% coverage of grey hair**.

It is the perfect product for a **fashion-forward look** that delivers sensational results every time.

The **18 shades** meet all customers' colouring needs.



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fashion COLORE plus

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Intense and long lasting colors

Fashion Colore Plus is a hair colour kit by Oyster Cosmetics for customers who want a permanent dye with **bright** and **natural shades** that guarantees **100% white hair coverage**.

The **Fashion Colore Plus formula** contains extracts of Red Berries and Hyaluronic Acid to act as a powerful antioxidant color, rich in vitamins

These beneficial properties are transferred to hair when the colour is applied, providing nourishment which then enhances the colour result and the hair's shine.



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fashion

COLORE

natura

Safe and delicate hair color

An exclusive Oyster Cosmetics formulation, an absolute novelty for those who want **top performance** while keeping the **delicacy** and **respect** of the hair fiber.

The **natural perfection** of hair colour with **zero impact**!

Fashion Colore Natura is **without ammonia, resorcinol, PFD, Parabens** and **fragrance allergens**.

Dermatologically tested





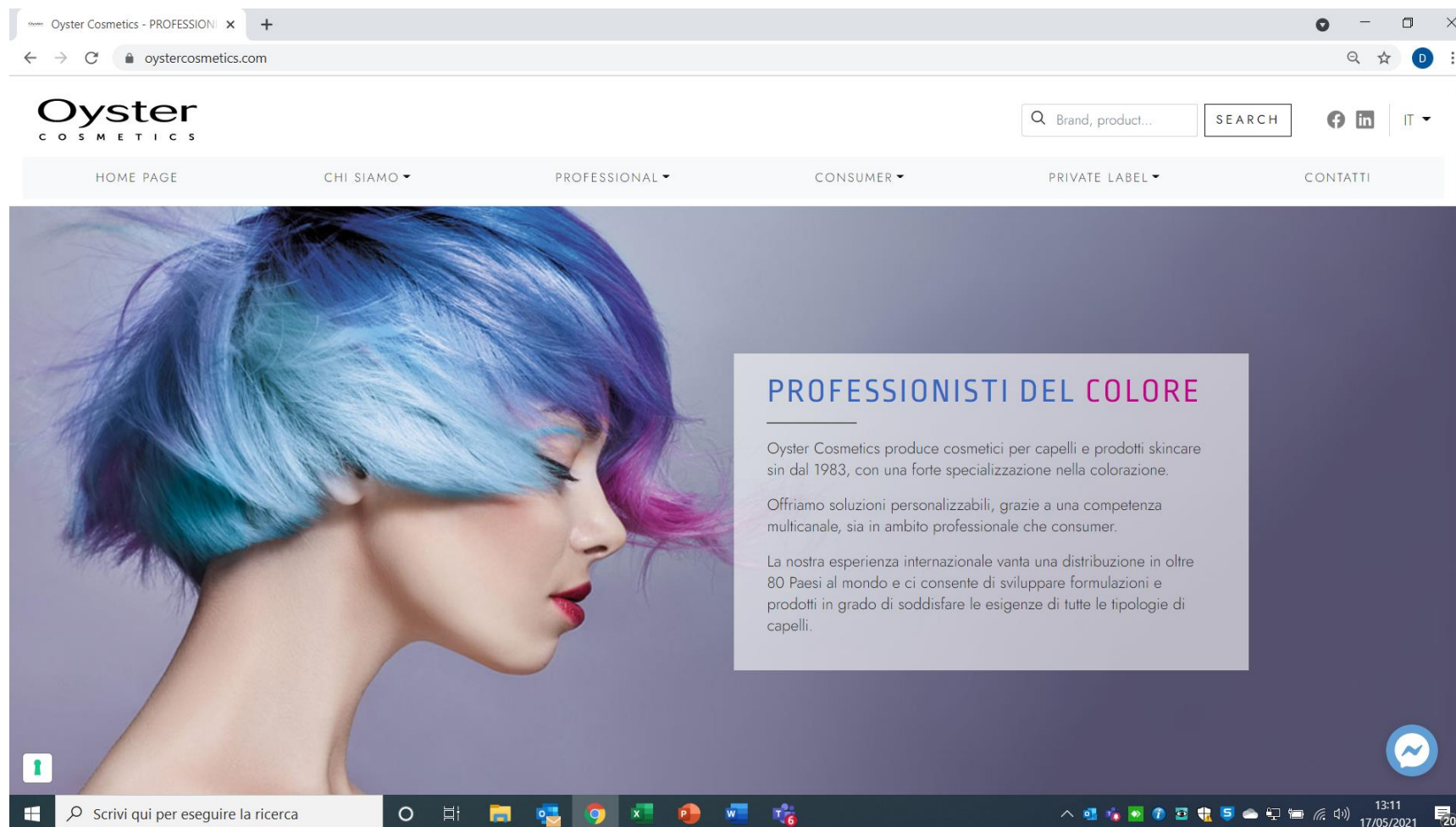
Scalp and Hair Treatments

PIEGAVIVA CARE is the new line of **scalp** and **hair treatments** developed to work in synergy to combine the needs of those who want to prevent and treat scalp problems as well for those who wish to strengthen their hair structure.

The **PIEGAVIVA CARE System** is a breakthrough **tricology system** developed in **Italian Laboratories**.

It offers specific and different types of treatment programs with a natural concept: **sles, paraben and colorant free**.





www.oystercosmetics.com