



**WELCOME TO
SOCO**

SOCO

SOCIETA' COSMETICI S.p.A. – Torino, Italy

Founded in Torino in 1969
by 3 partners, ex L'Oréal employees

Main seat and factory
located in Torino

Private Company controlled by
80% High Sky S.A.- Luxembourg
5% Carlo Ferrero Zandrini (Honorary President)
5% Ermanno Lange' (Managing Director)
10% Soco S.p.A.

Staff: 50 employees

FACTORY : 35% of the products sold manufactured internally; the rest manufactured by contracted manufacturers under Soco's direct control



Soco's offices are in the old city center of Turin, in the elegant Bertalazzone of San Fermo building of the XVIIIth century



Since ever, with total dedication,
Soco joins tradition & innovation
to guarantee quality
products and services



SOCO



The laboratories



The manufacturing plant



SOCO

SOCO

Operates in the cosmetic market, predominantly in the tricolological field (*products for the hair and the scalp*) with 3 different Divisions :

RETAIL MARKET		PROFESSIONAL MARKET
Selective Division with specific products for perfumeries	Consumer Division with products for mass market (super & hypermarkets)	Professional Division with products and services for hairstyling salons (<i>Italy + abroad</i>)

SOCO's development

From **1995** SOCO realized its project of domestic expansion thanks to the **ACQUISITION** of the following consumer brands

- ✓ 1997 Natural Magic from Unilever
- ✓ 1999 Keramine H from Procter&Gamble
- ✓ 2000 Topexan from Procter&Gamble
- ✓ 2001 Salba from Artwork Moda

SOCO's activity

Producing and distributing its own brands
in Italy and abroad in the specific distribution channels :

PROFESSIONAL MARKET

- HAIRSTYLING SALONS
- WHOLESALERS
- DISTRIBUTORS (22 COUNTRIES)
- MANUFACTURE LICENCE IN SOUTH KOREA

CONSUMER MARKET

- MASS MARKET
- PHARMACIES
- WHOLESALERS
- SPECIALIZED DRUGSTORES
- FREE SERVICE

SOCO DISTRIBUTION NETWORK

PROFESSIONAL MARKET		RETAIL MARKET	
<p>ITALY</p> <p>25 DISTRIBUTORS + 3 AGENTS</p>	<p>ABROAD</p> <p>25 DISTRIBUTORS</p>	<p>MASS MARKET</p> <p>1 NATIONAL DISTRIBUTOR OPERATING WITH 20 AGENTS FOR 6.000 RETAIL SHOPS</p>	<p>PERFUMERIES, WHOLESALEERS, SPECIALIZED DRUGSTORES, FREE SERVICE</p> <p>THROUGH 26 AGENTS ALL OVER ITALY FOR 5.000 RETAIL POINTS</p>

SOCO in the World



Professional market : Italy, France, Belgium, Spain, Portugal, Uk, Austria, Norway, Slovenia, Croatia, Albania, Greece, Malta, Germany, Poland, Saudi Arabia, South Africa, Hong Kong, Singapore, South Korea

Consumer Market : Albania, Romania, Turkey, Ukraine

SOCO's brands for the professional market

AXENIA

haircolor creams & technical products

www.axenia.it



biomed
HAIR THERAPY

specialized treatments for hair & scalp

www.biomed.it



Instagram
[biomedhairtherapy2](https://www.instagram.com/biomedhairtherapy2)

SO
One

washing & conditioning
styling & finishing

www.soone.it



Instagram
[soone_madeinitaly](https://www.instagram.com/soone_madeinitaly)

KERAMINE H
PROFESSIONAL

complete line of color creams

www.keraminehprofessional.it



[socoprofessional](https://www.facebook.com/socoprofessional)

AXENIA

Haircolor creams & technical products

COLOUR



LAB COLLECTION
Oxidation hair color cream



COLORANDA
Ammonia Free color fluid



EXTRA COLOR
Ammonia & PPD Free

OXIDING



OXIDING EMULSION
6, 10, 20, 30, 40 volumes

DIRECT COLOR



SMART.PLEX
Direct color + treatment

BLEACH



XP
Compact powder



XFREE
Ammonia free
deco powder



XLOW
Low ammonia
deco cream

FORMA



ONDEMOVE
waiving system



ULTRA STRAIGHT

INDISPENSABLE



SUBLIME COLOR SERVICE
Post color



POWER FORM SERVICE
Pre forma



PROTECTIVE OIL
for scalp & skin



PROFESSIONAL SHAMPOO

Protective system



FACTORPLEX





biomed

HAIR THERAPY

Specialized treatments for hair & scalp



DENSITY
Anti-hairloss
treatments

Plant-based hair loss shampoo, treatment,
regenerating hair loss treatment, volume-boosting serum



SOFTLY
For dry &
sensitized hair

Plant-based harmonious shampoo,
moisturising milk, replenishing mask

Full Power
Anti-hairloss for MAN



Anti-hairloss shampoo &
lotion for man

PURITY – Anti oil & dandruff



Plant-based rebalancing, astringent, purifying
shampoo, purifying mousse for dandruff



BLOCK
lice prevention

Plant-based delicate shampoo,
Active spray

PRETIOSUM
Booster products



Detox water gel, Active cream, Precious hydrating & Rejuvenating oil,
Fiber repair mask



CONCENTRE'
no-rinse
ultra hydrating
and nourishing
treatment

Huile, Eau and Crème Concentrée

Washing & Conditioning Shampoo and Conditioner



COLORED - Colour Boosting
For coloured, sensitised hair



BLONDE - Anti-yellow
For blond and grey hair



CURLY - Curl Boosting
For curly and frizzy hair



SILKY - Smoothing
For unmanageable hair



VOLUME - Volume boosting
For fine, lifeless hair

Styling & finishing



SPRAY - ECOLOGICAL HAIRSPRAYS
No Gas Natural & Strong Hold, with gas



SPRAY - GELACCA



FOAM - MOUSSE
for Volume, for Texture, for Modeling



ART - Gelly & Paste Matt
Resculpting gel, Firm hold gel, Wetwood Wax



ARGAN - Crystals with flax seeds,
Nourishing butter, Regenerating oil, Silk effect polish



KERATIN GOJI - Thickening serum,
Curling fluid, Straightening milk

KERAMINE H

PROFESSIONAL

Complete line of color creams



OXIDATION HAIR COLOR CREAM



DEKOLOR – Compact bleaching powder
in monodoses



SOCO's brands for the consumer market



ecological styling & finishing products

www.cieloalto.it



Instagram
cieloalto_official

KERAMINE H

hair treatments and color products

www.keramineh.it



Instagram
keramine_h

NATURAL
MAGIC

ammonia-free color shampoo products

www.naturalmagic.it

NEW
Topexan
ANTIBATTERICO

cleansing products for impure skins

www.newtopexan.it



Instagram
new_topexan

SALBA
ITALIAN BEAUTY

skincare & bodycare products

www.salba.it



Instagram
salbaitalianbeauty



Ecological styling & finishing products



ECOLOGICAL HAIRSPRAYS

MOUSSE



GEL, WAX, GELACCA



TREATMENTS



MASKS & CREAMS



SHAMPOOES



KERAMINE H

Hair treatments and color products



REINFORCING LINE



SETTING LINE



ANTIHAIRLOSS LINE



ANTI-DANDRUFF



MULTI VITA COLOR LINE



NOURISHING LINE



PURIFYING LINE



SKIN BALANCING LINE



ECOLOGICAL HAIRSPRAY



RESTRUCTURING COLOURING CREAM
do-it-yourself & COLOR REMOVER



AMMONIA FREE GEL CREAM
COLOUR do-it-yourself



ROOT CONCEALER SPRAY
the last-minute touch-up



STOPGREY - FOR MAN
Progressive hair lotion



NATURAL MAGIC

ammonia-free color shampoo products



Semi-permanent COLOR SHAMPOO

Cleansing products for impure skins



THE CLEANSING LINE

DAILY PURIFYING
CLEANSER

PURIFYING SCRUB

ACQUAMOUSSE
ANTI-IMPURITIES
MICELLAR WATER

3IN1
ANTI-IMPURITIES

SHOWER GEL

THE TREATMENT LINE



ANTI-IMPURITIES
TONIC LOTION

PURIFYING
PADS

SEBUM BALANCING
FACE CREAM

NIGHT & DAY - FAST ACTING
TREATMENT TO COMBAT
BLEMISHES AND IMPURITIES

SOS PIMPLES

FACE CREAMS



TONIC CLEANSING
MILK

ANTI AGEING
FACE CREAM

REGENERATING
FACE CREAM

SLEEPING
MASK

EYE CONTOUR
BALM

MICELLAR
WATER
FACE & EYES

FACIAL
SCRUB

LIFTING
SERUM

BODY CARE LINE



BODY CREAM

MOUSSE
BODY-SCRUB

FIRMING
BODY CREAM

FIRMING
BUST SERUM

ANTI-AGE
HAND CREAM

SALBA MAMMA CREAM

SALBA

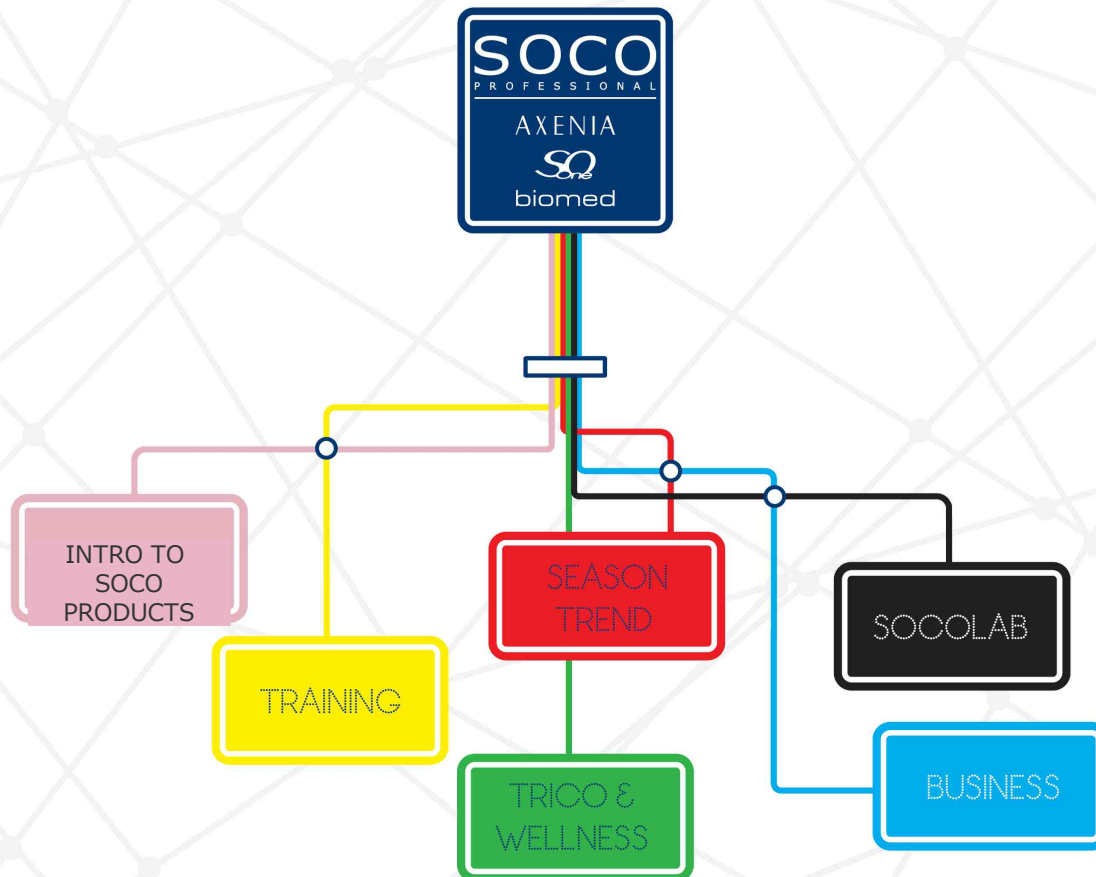
Istituto di Scienza Cosmetica



PRE-CHILDBIRTH
CREAM

AFTER-CHILDBIRTH
CREAM

2019 EDUCATION PROGRAM



SOCO EDUCATION PROGRAMS

A rich calendar of events every year offering qualified professional training on products, color & cut techniques according to the latest fashion trends.



SOCO

We have been manufacturing and trading haircare products for
50 years in Italy and abroad.

Beauty and care are our mission through the development of :

- product formulations with effective results on clients' wellbeing
- personalized services meeting every client's need, because every client is unique and important to us.

We aim to build up successful business in Italy and abroad.

Our expertise in the cosmetic industry can count on 3 key factors :

- financial solidity
- continuous investments in development & research for extra quality & technologically advanced products
- dynamic collaboration with our Distributors in supporting their markets and meeting the challenge of this fast-changing world.

SOCO

in the world



We would like to develop new partnership with Distributors and Importers in the territories strategically important to us.

Our ideal distributor's profile is an aggressive organization, motivated by the quality, image and service of our made-in-Italy , ready to start a dynamic partnership with our company.

Contacts

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