

# SIFARMA

## COMPANY PROFILE





SIFARMA,  
PARTNER FOR OUR  
CLIENTS' SUCCESS

25

25-year long expertise in  
dermatological and aesthetic medicine

**COMMON GOAL:**  
the health and well-being of our  
consumers.

SIFARMA®





## OUR HISTORY, A CONSTANT EVOLUTION

We have a strong portfolio of owned brands.

1998

**CANOVA®**  
SKIN CARE

2000

**DERMATROPHINE**  
LA TUA FORMULA DI BELLEZZA

2005

**Pergam**

2015

**DERMATROPHINE®**  
PRO



## OUR HISTORY, A CONSTANT EVOLUTION

We are exclusive Italian distributors of internationally reknown brands.

1990

**PIERRE  
AUGÉ**

1995  
-  
2015

**DECLÉOR**  
PARIS

2004

**PAYOT**  
PARIS

2009

**MARBERT**  
GERMANY

2014

**O·P·I**  
#1 SALON BRAND WORLDWIDE

2015

*The  
Vintage  
Cosmetic  
Company*



# WE ARE OUR VALUES

People and new ideas are the key of our success.



Commitment to our customers



Top quality services



Strong ethics



Versatility



Scientific reliability and safety

are our core values.





OUR OWNED BRANDS



CANOVA

DERMATOPHINE<sup>®</sup>  
PRO

SIFARMA<sup>®</sup>



CANOVA® range includes products, available in pharmacies, which target dermatological conditions and that are prescribed by dermatologists, pediatricians and aesthetic medicine doctors to offer effective solutions to the major skin problems.





## HOME USE PRODUCTS

We focus on the major skin conditions doctors expect a dermocosmetic brand to target:



Chrono/Photo ageing



Depigmentation



Seborrheic Dermatitis



Sensitized skin



Sensitive skin



Acne and impure skin



Couperose



Hair loss





## MEDICAL USE PRODUCTS: PEELING



SALICILIC ACID 25%



PIRUVIC ACID 40%  
pH 1,2



GLYCOLIC ACID 70%  
pH 1,1



PIRUVIC ACID 20%  
pH 1,8

# DERMATOPHINE<sup>®</sup> PRO

DERMATOPHINE PRO is a  
range of functional  
dermocosmetic skincare products  
and professional treatments,  
specifically created with active  
ingredients that ensure an  
outstanding level of performance.



DERMATROPHINE®  
PRO



## PROFESSIONAL TREATMENTS



### FACE



### BODY





DERMATOPHINE®  
PRO



## HOME USE PRODUCTS



### A-OX

ANTI OXIDANT, REVITALISING,  
REGENERATING for all skin  
types.



### DERMA PURE

COMBINATION, OILY, ASPHYXIATED  
AND ACNE-PRONE skins.



### CHRONO AGE

MATURE skins.



### SKIN SOLUTION

SENSITIVE and IRRITATED skin.



### BODY PRESCRIPTION

ADIPOSYTY, WATER RETENTION and  
ORANGE PEEL skin



### CHRONO WHITE

HYPERPIGMENTATED skins.



## EXCLUSIVE ITALIAN DISTRIBUTION BRANDS

**O·P·I**

#1 SALON BRAND WORLDWIDE

**PAYOT**

PARIS

**P I E R  
A U G É**

**MARBERT**

GERMANY



## WE DISTRIBUTE OUR BRANDS IN



PHARMACIES  
AND  
MEDICAL SPAS



BEAUTY  
CENTERS&SPAS  
AND  
BEAUTY CLINICS



SELECTIVE  
PERFUMERIES





## WE INVEST IN RESEARCH & DEVELOPMENT



Research



Clinical trials in  
prestigious  
dermatological  
clinics and  
universities\*



Product  
development in  
collaboration with  
dermatologists  
and aesthetic  
surgeons



Scientific  
publications &  
Congress  
reports

\*University of Pavia, Dermatological Clinic S. Orsola Bologna, University of Milano, Dermatological Clinic Federico II Napoli



## LOGISTICS, WAREHOUSE MANAGEMENT AND SERVICE

Sifarma manages either proprietary and distributed brands in all aspects of their import-export process.



Holding and storage warehouse has a controlled temperature between 8°/25°C (m<sup>2</sup> 1,500 - 1,200 pallets).



16,000 orders are currently processed per year, delivered within five working days, thanks to a fully computerized system.



# WE ARE MARKETING ORIENTED

## WHO WE ARE

Marketing Manager & Brand Coordinator

4 Brand Managers

2 Export Managers

1 International Training Manager, supported by Beauty Trainers

1 Web Sales Manager

External media & PR company

## WHAT WE DO

Development of the strategic marketing plans

Creation of local marketing tools

Sales force support

Media & PR activities





## WE ARE SALES ORIENTED

Three sales teams dedicated to three Sifarma sales channels.

Professional beauty is the channel of choice for Sifarma. The company has worked in it for more than 20 years and has consolidated its expertise.

### WHO WE ARE



Professional-Beauty Channel



Selective Perfumery



Dermatology-Pharmacy

### WHAT WE DO

50 Sales Agents,  
3 Area Managers,  
1 Sales Director

9 Sales Agents  
1 Sales Director.

38 Medical Reps targeted to  
Dermatologists, Aesthetic Physicians,  
Plastic Surgeons and  
Trichologists all over Italy.  
2 Area Managers,  
1 Sales Director



## WE ARE TRAINERS



3 Academy Trainers, 12 Beauty Consultants and Beauty Coach Trainers, 1 Training Director, 1 Assistant for logistics.



Training courses and updates for our Clients held in all areas of expertise.



Courses at our Academia in Milan, theoretical or practical, organized with an annual calendar.



Courses in loco, according to the clients' needs, for presentation or training on protocols and novelties.



# WEB MARKETING

DERMATOPHINE  
PRO

HOME CHI SIAMO TRATTAMENTI PROFESSIONALI PRODOTTI VISO PRODOTTI CORPO APPROFONDIMENTI STORE LOCATOR CONTATTI



PRODOTTI CORPO  
Scopri tutta la linea corpo >



Chrono C  
Night Peel

Novità!

Doppio trattamento anti-ossidante e levigante  
per ringiovanire e rigenerare il volto

Canova Skincare

Canova è una linea di dermocosmesi funzionale con una forte identità di alta specializzazione nei prodotti di uso riservato a dermatologi, medici estetici, chirurghi plastici, e tricologi. Canova è tra i marchi dermocosmetici più conosciuti ed apprezzati in ambito estetico e dermatologico da parte dei medici specialisti.

Farmacia  
News.it

FarBanca  
Tradizione e futuro al servizio del mondo della farmacia

www.farbanca.it Messaggio giornalistico



Sanità + Farmaci Gestione + Cosmesi + Galenica Nutrizione + Fitoterapia Dispo

## Un mix di ingredienti funzionali

di redazione | 4 aprile 2014 in Cosmetici, Prodotti - 0 Commenti

Condividi  
quest'articolo

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Molteplici sono le azioni di Canova 8 Lico, una crema viso antietà e protezione solare media, indicata per pelli disidratate e anelastiche ma anche per quelle impure tendenti all'acne. La crema vanta, infatti, proprietà leviganti, dermamelanici, rassodanti, antiossidanti, idratanti e sebopegelatrici. La formulazione si compone di acido glicolico libero che promuove il rinnovamento dell'epidermide, la produzione di collagene e di elastina e un'idratazione profonda; licopene che risulta efficace nella prevenzione dei danni foto-ossidativi causati dalle radiazioni UV-B; acido fitico, un antiossidante naturale dotato di azione schiarente, grazie all'azione antitiroxinica; acido fenilico, con proprietà antiossidanti e schiarenti che rallentano la produzione di melanina.



SIFARMA®





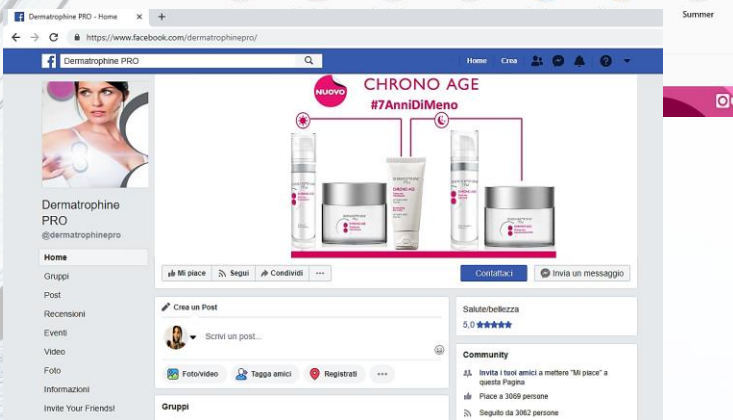
# SOCIAL



dermatophinepro

282 post 1.843 follower 1.249 profili seguiti

Dermatophine Pro  
N°1 Skincare for Professional #Beauty.  
Una linea #skincare ad uso esclusivo dei CENTRI ESTETICI PROFESSIONALI. #skin  
Da [www.sifarma.it](http://www.sifarma.it)  
[www.dermatophine.it](http://www.dermatophine.it)



Dermatophine PRO  
@dermatophinepro

Home

Gruppi

Post

Recensioni

Eventi

Video

Foto

Informazioni

Invite Your Friends!



Mi piace Segui Condividi

Contatta Invia un messaggio

Crea un Post

Scrivi un post...

FotoVideo

Tagga amici

Registra

Salute/bellezza

5.0

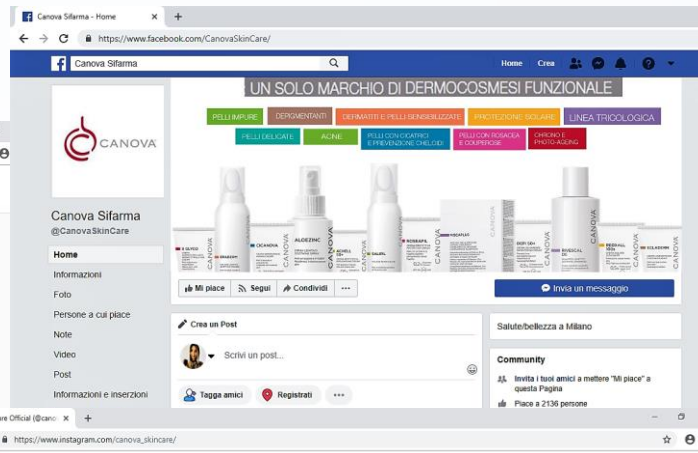
5.0

Community

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

Place a 3069 persone

Seguono da 3062 persone



Canova Sifarma  
@CanovaSkinCare

Home

Informazioni

Foto

Persone a cui piace

Note

Video

Post

Informazioni e inserzioni

UN SOLO MARCHIO DI DERMOCOSMESI FUNZIONALE

PELLI IMPURE DEDICATAMENTE DERMATITIS/PELLI IRREGOLARI PROTEZIONE SOLARE LINEA TRICLOGICA  
PELLI DELICATE ACNE PELLE CON CAFFE' E VITAMINA C PELLE CON CAFFE' E COMPLEX PELLE CON CAFFE' E VITAMINA C



Mi piace Segui Condividi

Invia un messaggio

Crea un Post

Scrivi un post...

Tagga amici

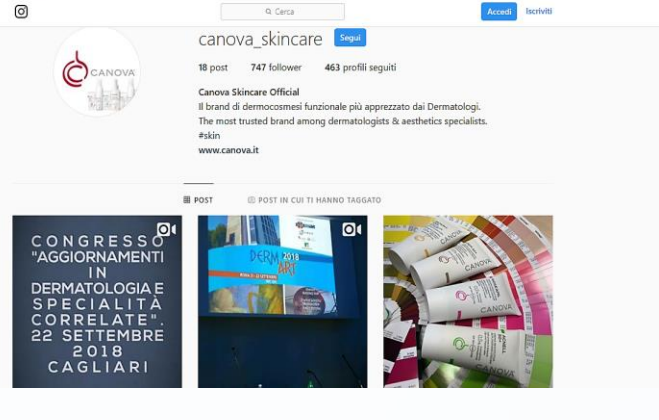
Registra

Salute/bellezza a Milano

Community

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

Place a 2136 persone



canova\_skincare

18 post 747 follower 463 profili seguiti

Canova Skincare Official

Il brand di dermocosmesi funzionale più apprezzato dai Dermatologi.  
The most trusted brand among dermatologists & aesthetics specialists.  
#skin  
[www.canova.it](http://www.canova.it)

POST

POST IN CUI TI HANNO TAGGATO



SIFARMA®



## EVENTS

**COSMOPROF**  
WORLDWIDE BOLOGNA

**COSMOPROF**  
INDIA MUMBAI



**COSMOFARMA®**  
EXHIBITION



**SIFARMA®**





## CONTACTS

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**SIFARMA®**