

BUSINESS PRESENTATION
PROFESSIONAL TRICHOSMETICS

NaturaHP

HISTORY, BRAND, LANGUAGE AND FUTURE



HISTORY NATURAL HP BRAND

Born in the Italian professional framework, the company achieved important results in a short time by becoming recognize as a 100% made in Italy brand.

Created by its founders, the Caserza family with the aim of offering its customers prestigious products on the Italian market. Natural HP is the creation of a leading company in the manufacture of cosmetic and professional products for hairdressing salons, and was created to create a company able to satisfy the demands of the Hair Professional market. It operates in the field of research, design, production and distribution, creating highest quality and great innovation products .

It owns historical brands Susasn Darnell, Vitos and Marisella that have always been present in the professional trichological sector.

MISSION: Development of innovative products designed to make the professional's work easier.





BRAND LINE INFORMATION

NHP LINE
color and discoloration
treatment and care
modeling
baseline
luxury

JOXIR LINE
technical
restructuring
movement and style

EXTRA LINES
natural and restructuring brazil
hplex
Argan
beard
solar





NATURAL HP LANGUAGE AND FUTURE

Development of innovative products designed to
make the professional's work easier.

Made in Italy

Family production

Different types of products in one brand

Brand with history

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Natural HP