

This is **BELLEZZA**

SAY HELLO TO ITALIAN BEAUTY

Business Workshop

DECODING ITALIAN BEAUTY'S GLOBAL PLAYBOOK

20 October 2026



Italy House
4-5 Buckingham Gate
London SW1E6JP



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



Opportun'Italy



COSMETICA ITALIA





DECODING ITALIAN BEAUTY'S GLOBAL PLAYBOOK



ANCOROTTI
COSMETICS



barex[®]
italiana

ALFAPARF
MILANO

BottegaVerde
TOSCANA



Cosmoproject
BEAUTY CARE

DAVINES GROUP
davines | [comfort zone]

Dermaself[®]
AI BEAUTY AGENT

DOLCE & GABBANA
BEAUTY

EMSIBETH
COMPANY
Emsibeth Società Benefit

ERNESI[®]
1978
BIOMINERAL CARE



exolab
ITALIA

fler
FOR A SHAMELESS WORLD

framesi
PROFESSIONAL HAIR FASHION

Gerard's
COSMETIC CULTURE



KARAL
CONNECTION THROUGH BEAUTY

KIKO
MILANO

La Verde Vita

MJAMO
Healthy Skin System

NOB
NATURAL IS BETTER
Since 1989

NOBILE
1942

OPAC
I CREATE TO INNOVATE

PETTENON
COSMETICS
ITALY

PHYSIO
NATURA
cosmetici

PUPA
MILANO

research
PRECISION-MOLECULAR-SKINCARE

ROUGJ+

Rudy



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Embassy of Italy
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Italian beauty is the meeting point of craftsmanship, innovation and sustainability. Starting with "Decoding Italian Beauty's Global Playbook", we want to bring the excellence of our cosmetics industry to one of the world's most dynamic markets, building new partnerships and reinforcing the strong bond between Italy and the United Kingdom.

AMBASSADOR FABIO CASSESE

The Embassy of Italy in London is one of the most important Italian bilateral embassies in the world. The Embassy represents Italy in the United Kingdom of Great Britain and Northern Ireland and among its functions it safeguards the interests of Italy and its citizens within the limits set by international law, negotiates with the government of the United Kingdom of Great Britain and Northern Ireland, gathers information on conditions and events in the United Kingdom and report back to the Italian State, and promotes friendly relations and develop economic, cultural and scientific collaborations between Italy and the United Kingdom.

The Embassy coordinates a network comprising three consulates (London, Manchester and Edinburgh), two cultural institutes (London and Edinburgh), an Italian Trade Agency Office and an Italian National Tourist Board Office. The Embassy comprises a number of departments, staffed by personnel of the Italian Ministry for Foreign Affairs and International Cooperation as well as by staff from other ministries and public institutions.

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From the ITA Office in London, we are always at the forefront of strengthening the connections between Italy and the UK and of creating new opportunities for Italian businesses in this market. 'Decoding Italian Beauty's Global Playbook' is a clear testament to our commitment to supporting Made in Italy and showcasing the excellence, innovation and creativity of Italian companies.

We hope this will be the first of many initiatives to come, further strengthening the dialogue, collaboration and business opportunities between our two countries.

LONDON OFFICE DIRECTOR GIOVANNI SACCHI

ITA is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

COSMETICA ITALIA - ASSOCIAZIONE NAZIONALE IMPRESE COSMETICHE

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Italian Beauty is a unique ecosystem that brings together science, technology craftsmanship and creativity deeply rooted in the Italian culture. With “Decoding Italian Beauty’s Global Playbook” we bring the excellence of the Italian cosmetic industry to one of the most dynamic markets – forging new partnerships while introducing UK consumers to the authentic Italian approach to beauty, self-care and well-being.

PRESIDENT BENEDETTO LAVINO

Cosmetica Italia is the leading trade association representing the Italian cosmetics industry, both in Italy and internationally. It brings together around 650 companies across the entire value chain, including brands, manufacturers, raw material suppliers, packaging producers, and machinery companies.

The association promotes and strengthens the reputation, competitiveness, and international positioning of the Italian cosmetics industry, showcasing the excellence of the Italian Beauty System at home and abroad. It works to create a favourable policy and business environment that enables companies to innovate, invest, and achieve long-term growth.

Cosmetica Italia supports innovation, sustainability, and talent development, while facilitating strategic alliances among companies, institutions, media, trade fair organisers, and other stakeholders that advocate for the Italian Beauty System. Through this collaborative ecosystem, the association helps companies seize new opportunities to expand successfully in international markets, while ensuring the enduring competitiveness of the Italian cosmetics industry.

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ANCOROTTI COSMETICS S.P.A.

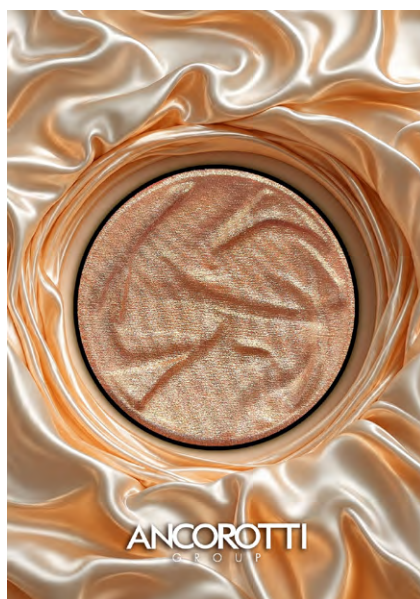
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ANCOROTTI GROUP
C O S M E T I C S

Founded in 2009 by Renato Ancorotti and his daughter Enrica, Ancorotti Cosmetics has established itself as one of the world's leading makeup contract manufacturers. Just ten years after its inception, it was recognized as one of Italy's top-performing scale-up companies. Today, it stands as a symbol of Made in Italy excellence, trusted by beauty brands across five continents — from major global groups to indie brands — spanning the mass market to the prestige segment. From formula development to packaging customization, we support you end to end, transforming your ideas into market-ready products.

Ancorotti Cosmetics is the Maison of the Ancorotti Group, alongside Cosmoproject, specializing in hair, skin, and body care, and Ancorotti Perfumes, the Group's newest company dedicated to perfume manufacturing.



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Founded in Rome in 1970, Antica Erboristeria specialises in hair colouring and hair care products formulated with organic botanical extracts and tested on sensitive skin. Its flagship brand, Herbatint, pioneered ammonia-free permanent hair colour and is sold in pharmacies, para-pharmacies and health food stores in more than 40 countries. The company manages the entire value chain in-house, from research and development to manufacturing, marketing and distribution, ensuring quality, innovation and sustainability. In 2016, it became the first hair colour company certified as a B Corp, and has just been recertified under B Lab's new standards. In 2017, it became a Benefit Corporation, embedding public-benefit objectives in its corporate purpose. Its head office, production facility and logistics centre are located north of Rome, on a LEED-certified site. Committed to continuous improvement, Antica Erboristeria joins sustainability initiatives including CO2alizione Italia, the B Corp Community, the Beauty Coalition and the Green Impact Index.



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barex®
italiana

Barex Italiana was founded in Bologna in 1967 and is led today by the founder's family. It develops and manufactures professional hair cosmetics, bringing together scientific research, formulation expertise and aesthetic sensibility. Every stage, from the laboratory to production and logistics, takes place in-house.

Its four brands cover haircare and treatments, professional colour and technical products for salon services. Conceived as answers to different needs and audiences, they complement rather than compete with one another. Each formula stems from an in-depth knowledge of raw materials, technologies and fragrances: technical performance and sensory experience are developed together, never one at the expense of the other. The result is quality that never needs to raise its voice: quiet luxury applied to professional haircare.

Barex is present in more than thirty countries through an international network of distributors and partners, working alongside them to build lasting brand value and shared growth.



BEAUTY & BUSINESS S.P.A.

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ALFAPARF
MILANO

Alfaparf Milano was established in 1980, sparked by an idea from Roberto Franchina: we took our first steps in the north of Italy, then in the 90s, we broadened our horizons beyond national borders, becoming the first Italian cosmetics company in the world in the professional channel.

Since our early beginnings, we have taken steps to create an independent and integrated group, attentive to innovation and market trends: our numerous brands and the number of international companies and leaders in the beauty market who rely on our expertise to develop projects and products for the hair and body are evidence of this.

Our business divisions constantly interact with each other, circulating skills and transforming them into the best responses to the evolution in the industry; by doing so, we continue to improve the quality of the service offered by professional operators, leaving a better world for future generations.



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BottegaVerde
TOSCANA

Founded in Tuscany in 1972 as a small herbal shop, Bottega Verde brings together botanical knowledge, scientific innovation and Italian craftsmanship to create beauty products that engage the senses.

For over 50 years, we have developed our vision of beauty through effective formulas, evocative fragrances and thoughtful details, turning everyday care into moments of pleasure. Today, Bottega Verde is one of Italy's leading beauty brands, with over 350 dedicated stores and an established online presence.

Our integrated expertise in research, manufacturing and retail allows us to develop distinctive collections and bring a coherent brand experience to life—from product formulation to the customer's beauty ritual. Bottega Verde Toscana invites you to discover beauty through the scents, sensations and character of Tuscany.



COLLISTAR SPA

SKINCARE MAKE-UP BODYCARE HAIRCARE SUNCARE MENCARE

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Born in Milan in 1983, Collistar has always combined glamour and practicality, embodying an Italian vision of "effortless" beauty: natural, well-groomed and never artificial.

For over 23 years*, Collistar has been the preferred brand in Italian perfumeries. Part of the Bolton, it is now present in more than 50 countries worldwide, with the ambition of becoming the Italian benchmark in beauty.

From the beginning, Collistar has promoted an accessible and empowering approach to beauty, helping women feel confident and enhance their natural charisma. In a world where feeling beautiful can seem increasingly unattainable, the brand believes that doing more is not the answer. Collistar invites women to rediscover the Italian sense of "just enough": a simple, effortless approach where a few gestures and the right products are enough to look and feel naturally beautiful and confident.

*Source: NPD / Circana Prestige, Italy, Beauté category (makeup & skincare combined), Prestige + Mid-range brands, units, from 2002 to 2025.



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Cosmoproject
B E A U T Y C A R E

Business & Marketing Director with extensive experience in the beauty, cosmetics, and personal care industry. Responsible for driving business growth through strategic marketing, product development, key account management, and international business expansion. Skilled in identifying market trends, developing innovative product concepts, and building strong partnerships with brands, retailers, and manufacturing partners. Experienced in managing cross-functional teams, leading commercial negotiations, and translating consumer insights into successful market opportunities. Strong expertise in skincare, personal care, and contract manufacturing, with a focus on innovation, profitability, and long-term customer relationships. Passionate about creating value through strategic thinking, customer-centric solutions, and operational excellence in highly competitive global markets.



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DAVINES GROUP

davines
FOR A GOOD LIFE



[comfort zone]
conscious skin science

Founded in Parma in 1983, the Davines Group specializes in professional cosmetic products with the Davines brand for haircare and [comfort zone] for skincare.

The Group is led by Chairman Davide Bollati and CEO Anthony Molet and is headquartered in Parma at the Davines Group Village, next to which stand the Scientific Garden and EROC – the European Regenerative Organic Center – a research hub on regenerative organic agriculture born from a partnership with the Rodale Institute.

The Davines Group Village hosts five in-house research and innovation laboratories and two centers of expertise, involving a team of 70 professionals. Production of the Davines and [comfort zone] product lines is also entirely based in Parma.

Certified as a B Corp in 2016, the Group now has 9 subsidiaries (New York, Paris, London, Deventer, Düsseldorf, Hong Kong, Shanghai, Mexico City, Bilbao), operates in 89 countries, and employs over 1,000 people globally.



DERMASELF

BEAUTYTECH

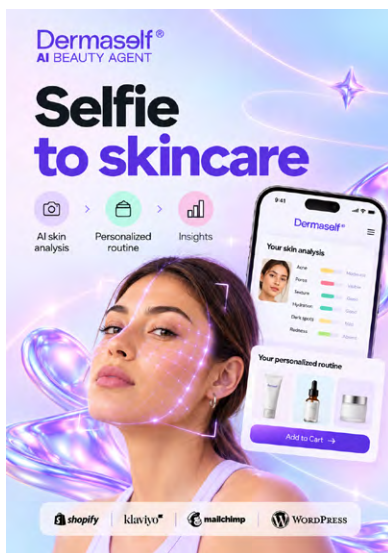
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Dermaself is a Milan-based beautytech company that combines artificial intelligence with dermatology to deliver personalised skin analysis and skincare recommendations. A single selfie and a short questionnaire generate a scientifically grounded skin profile. Our proprietary engine then matches it to the right products through INCI ingredient analysis and builds a balanced routine.

Developed with dermatologists and cosmetologists, the technology covers a broad range of skin types and concerns, including a detailed classification of acne and wrinkle subtypes.

Dermaself works with beauty brands such as Dolce & Gabbana Beauty and retailers such as OVS through web plugins, in-store experiences and apps. Partners gain higher conversion, lower-cost lead generation, fewer returns and first-party skin data.



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DOLCE & GABBANA
BEAUTY

Established in 1985, Dolce&Gabbana is an international leader in the fashion and luxury goods sector. The founders, Domenico Dolce and Stefano Gabbana, have always been the creative and stylistic source of all the brand's activities as well as the drivers behind the development strategies.

The Group creates, produces and distributes high-end clothing, leather goods, footwear, accessories, jewellery and watches. The brand is present in the prêt-à-porter segment with Men's, Women's and Children's Collections. Since 2012, the brand has developed the Alta Moda project which further expanded into Alta Sartoria, Alta Gioielleria and Alta Orologeria Collections.

In 2021, Dolce&Gabbana launched Dolce&Gabbana Casa, a homeware line dedicated to furniture and furnishing complements. The following year, the company announced the creation of Dolce&Gabbana Beauty with direct control of the manufacture, sales and distribution of its fragrance, makeup and skincare products. The Eyewear category is entrusted to EssilorLuxottica, a licensee partner.

Dolce&Gabbana currently has various collaborations in the Food & Beverage and Lifestyle sectors, thanks to virtuous synergies with Italian partners of primary importance that share the vocation for excellence and the promotion of Made in Italy in their respective fields with the brand.



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EMSIBETH
COMPANY

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Emsibeth S.p.A. is an Italian company specializing in professional haircare solutions for salons and beauty professionals worldwide. Combining research, innovation, and Italian manufacturing excellence, Emsibeth develops premium products and services designed to enhance salon performance and deliver outstanding results. As a Benefit Corporation, the company integrates sustainability and social responsibility into its business model, creating value for customers, employees, and communities. Through continuous investment in product development, education, and professional training, Emsibeth supports the growth of hair professionals and promotes excellence across the beauty industry. With a strong customer-focused approach, Emsibeth is a trusted partner for salons seeking quality, innovation, and long-term business success.



ERNESI 1978

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ERNESI 1978 is an Italian boutique skincare laboratory from Le Marche, founded in 1978 by Ernesto Cappelli and Silvana Virgili. A pioneer in natural skin and hair care, the brand has always crafted formulas rooted in pure ingredients.

The historic laboratory was originally equipped by Carlo Erba Pharmaceuticals. Today it is based in Smerillo, where every formula remains the harmonious result of scientific research and tradition, consistently between 94% and 100% natural.

The latest innovation is CollagenC+, a drinkable supplement made with water from the San Giacomo spring. Alongside it stand iconic products from the 1970s, such as the best-seller Supernutrient Cream.

What truly sets ERNESI 1978 apart is its unwavering commitment to authenticity. We say things as they are, even when it challenges trends. This rare approach defines us as "Ernesians": people in love with authenticity, constantly seeking a more genuine way of being.



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For over 40 years, Eurovetrocap has been providing glass and plastic packaging for cosmetics, pharmaceuticals, and make-up. With a wide range of products, elegant designs, and production flexibility, we create unique solutions for skincare, haircare, body care, make-up, perfumes, and aromatherapy. Quality, competitive pricing, fast delivery times, and flexible minimum order quantities make our offering distinctive and tailored to every need.



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exolab
I T A L I A

ExoLab Italia is an Italian biotech company and benefit corporation pioneering plant-derived exosomes (PDEs) for longevity and beauty from within. Sourced from fruits and vegetables grown on Italian organic farms, our exosomes are natural nanovesicles that deliver highly bioavailable antioxidants, vitamins, proteins and signalling molecules to cells, supporting cellular health, skin regeneration and healthy ageing.

Bridging nutraceuticals and cosmetics, we develop science-backed, plant-based nutricosmetic and topical solutions that work from the inside out. Our clinically validated approach already includes a product on the market for female fertility, with further formulations in clinical trials for menopause and PCOS, covering key stages of a woman's life.

Backed by dsm-firmenich, our strategic partner in skincare, ExoLab Italia is looking to connect with UK beauty and wellness brands, formulators and distributors seeking natural, sustainable and evidence-based innovation.



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fler

FOR A SHAMELESS WORLD

Fler is the first Italian premium shaving and body-care brand redefining everyday routines through design, innovation and high-performance products. Fler started by transforming shaving into a desirable beauty ritual and has since expanded into a broader personal care ecosystem.

Combining the desirability and experience of beauty with the functionality and high repeat-purchase potential of personal care, Fler offers premium razors, shaving essentials, body care products and refillable deodorants.

With an omnichannel model spanning e-commerce, leading retailers and marketplaces, Fler is present in more than 20 international markets and is rapidly expanding across Europe and the United States.



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Founded in 1945 by Roberto Franchina, father of current President Fabio and Managing Director Roberta, FRAMESI is an Italian multinational operating in the professional hair beauty sector, with the mission of supporting the success of hairstylists.

Always dedicated exclusively to the professional channel, its core business includes products and services for hairdressers and their clients, fashion hair collections, education, technical support and global consultancy to support salon growth and success.



GERARD'S COSMETIC CULTURE

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Founded in 1970 in the pristine Franciacorta region of Italy, Gerard's combines heritage, scientific innovation and refined expertise to create high-performance skincare dedicated to beauty and well-being. Proudly "Made in Italy", the brand brings together exquisite formulations and Italian savoir-faire to elevate the art of skincare and deliver exceptional results.



GIARDINI DI TOSCANA SRL

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Giardini di Toscana è un brand di profumeria artistica nato nel cuore della Toscana, con una tradizione familiare che attraversa quattro generazioni e che affonda le radici nel 1942. Con sede a Bibbiena, ogni creazione è firmata dal naso Silvia Martinelli e trasforma emozioni in fragranze eleganti e persistenti, pensate per esprimere bellezza e individualità. Non semplici profumi, ma inviti a sentire, riconoscersi e raccontarsi attraverso l'olfatto. Dalla scelta delle materie prime al prodotto finito, ogni fase nasce dalla ricerca di bellezza, qualità e responsabilità. Una filosofia che guida tutta la produzione, 100% Made in Italy. I profumi raggiungono i clienti in Italia e nel mondo attraverso l'e-commerce ufficiale. Giardini di Toscana incontra i propri clienti in Italia e nel mondo attraverso l'e-commerce ufficiale e una rete di rivenditori accuratamente selezionati.



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IPPA was founded in 1952 by the family Zecchin, in Onara, a small town just 60 km from Venice. The company started with a small production of brooms and brushes for house cleaning serving the national market and, very early in the 1950s, met the favour of the Italian market thanks to the design of its products and the quality of the raw materials used. The first automatic machines appear in the 70s to expand production capacity and reduce costs, to face the competition, which at the time included not only the domestic market but also Europe and some North African countries such as Libya. At that time, the company took new concrete steps in its growth story by creating a commercial staff to cover the whole Italian territory, an office dedicated to exports, a technical office and a graphic office for the development of new ideas and projects.

It was at the beginning of 1970 that the company decided to expand its assortment by creating a new range of personal care products under the "BOREAL" brand; this brand has focused on the production and distribution of hairbrushes and combs in wood and in plastic material and using natural bristles for some models. Nowadays the Boreal catalog develops almost 50% of the total IPPA turnover and is mainly distributed in Europe, the Middle East and North Africa through a network of distribution partners. The concept of Boreal products focuses on linear shapes, captivating colors, but mainly on top quality materials, production processes and capillary organization that have allowed IPPA to achieve in 2000, and still maintain, the ISO 9001 certification.

A special attention is dedicated to the service to our distributor customers who represent an important key for the satisfaction of the final consumer: our company is able to ship the orders in three working days from order receipt in the national market and in 10 days for the European market. IPPA is also able to produce many "private label" items.

The company's goal for the future is to continue developing new products to meet market expectations and expand the number of countries where our products are distributed. To achieve these goals we believe it is essential to maintain the quality of our products, customer care and honesty in our daily teamwork!



KAARAL S.R.L.

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KAARAL
CONNECTION THROUGH BEAUTY

Kaaral is an Italian professional haircare company where expertise, innovation and human connection come together. Born from a family vision, Kaaral has grown into a global network of professionals, partners and distributors, creating products and solutions designed to build lasting value.

Every formula is developed in Italy with carefully selected ingredients, controlled processes and a constant focus on quality, performance and traceability.

As a Certified B Corp, Kaaral combines professional excellence with a responsible approach to people, communities and the planet, turning innovation into shared and sustainable growth. Because beauty goes beyond products. It creates trust, strengthens relationships and connects people across markets, cultures and generations. Kaaral. Connection Through Beauty.



KIKO SPA

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KIKO
MILANO

KIKO MILANO was founded in 1997 in Milan and since then has revolutionized how cosmetics are sold globally. KIKO Milano identifies the major beauty trends of the moment and makes them accessible to all. Combining the quality and creativity rooted in its Italian DNA, KIKO Milano has conquered the most demanding and diverse beauty addicts with an endless range of shades, tones and textures to satisfy every professional and personalized make-up requirement. The brand has over 1400 stores and is available in more than 75 markets.



LA VERDE VITA SRL

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La Verde Vita

La Verde Vita is a Tuscan natural cosmetics company based in Calcinaiia, near Pisa. Rooted in the Italian tradition of botanical beauty, it develops and distributes skincare and personal care products formulated with natural ingredients, combining the efficacy consumers expect with respect for skin and environment. Through LVV Distribuzione and its affiliated companies, including Firenze 1965, the group manages the full value chain from product development to distribution, reaching customers across retail and wholesale channels. La Verde Vita is part of the portfolio of Equilybra Capital Partners, which supports its growth ambitions in Italy and internationally, building a modern, authentic brand at the intersection of nature, wellbeing and Made in Italy quality.



MEDSPA SRL

SKINCARE

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MIAMO
Healthy Skin System

Founded by pharmacists in Italy, Miamo is a science-led clinical skincare brand with over 100 personalised skincare protocols and a presence in 1,700+ retail locations. Combining pharmaceutical heritage, patented technologies and clinically proven efficacy, Miamo partners with retailers to deliver measurable results, expert education and long-term consumer loyalty.



N&B NATURAL IS BETTER

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Founded in 1989 in Martano, in the heart of Salento, N&B Natural Is Better is a leading Italian company and specializing in the production of high-performance organic and natural cosmetics.

The company follows the integrated "From Plant to Beauty" approach, managing the entire supply chain: from the organic and regenerative cultivation of aloe vera and local botanical extracts, to extraction, R&D formulation in internal laboratories, and cold-process manufacturing. This model ensures high quality, safety, traceability, and environmental sustainability.

Alongside its proprietary lines of skincare, body care, sun care, hair care, and hotel amenities, N&B is a key strategic partner for Private Label services, supporting international cosmetic brands in developing and customizing clean beauty formulas and tailor-made packaging.

Guided by the "Circle of LIFE" philosophy, the company combines scientific research, enhancement of the Salento region, and social responsibility, promoting an ethical, sustainable concept of beauty focused on the well-being of both people and the planet.



NOBILE1942

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NOBILE 1942

Nobile1942 is a company of production of artistic perfumes. The family tradition and expertise in the world of perfumery dates back to the 1930s and culminated in 1942 with the opening of the first perfumery managed by the Nobile family. Hence the name and the very identity of the brand founded by Massimo Nobile and Stefania Giannino in 2005, carrying on the values of the family tradition, inherited from father to son, with the aim of sharing them throughout the world. Tradition combines with the passion and the spirit of Massimo and Stefania and now Manuela who have been creating liquid emotions since almost 20 years with a pioneering look to the future in the world of perfumery.



OPAC SRL

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OPAC
 | CREATE TO INNOVATE

OPAC is a full-service partner in cosmetic contract manufacturing and cosmetic treatments on tissue, combining advanced R&D, industrial expertise, and Italian beauty culture. Our integrated model brings together research & development, formulation, and production within a single partner—supporting brands from concept to commercialization.



PETTENON COSMETICS SPA

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Pettenon Cosmetics S.p.A. Benefit Company is one of Italy's leading manufacturers in the professional haircare industry, combining over 80 years of expertise with a modern, innovation-driven industrial approach. Founded in 1946, the Group operates a fully integrated manufacturing platform across three production sites in Italy, with a production capacity exceeding 90 million products annually and distribution in more than 100 countries worldwide. Through a portfolio of internationally recognized professional brands and Pettenon Cosmetics STUDIO, its dedicated CDMO platform, the company develops and manufactures high-quality, customized haircare solutions for global partners, distributors, and private label projects. Supported by advanced R&D laboratories, rigorous quality standards, and extensive manufacturing know-how, Pettenon Cosmetics ensures flexibility, reliability, and speed-to-market. As a Benefit Company, the Group combines industrial excellence with a long-term commitment to sustainability, responsible innovation, and value creation for customers and stakeholders worldwide.



PHYSIO NATURA

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PDT Cosmetici is an Italian cosmetics manufacturer based in Puglia, with 30 years of experience in developing and producing high-quality skincare, body care and professional beauty products. Combining scientific expertise, innovation and responsible business practices, PDT Cosmetici is a Certified B Corporation™, recognised by B Lab™ for its commitment to generating a positive impact on people, communities and the environment.

Physio Natura is PDT Cosmetici's professional skincare brand, created for beauty salons, spas and specialised beauty professionals. Its philosophy combines advanced cosmetic research, carefully selected ingredients and professional treatment protocols with effective home-care routines.

The range includes facial skincare, body care, professional treatments, sun care and targeted cosmetic solutions. Innovative active ingredients, sensorial textures and modern formulations address different skin needs, supporting hydration, skin barrier protection, anti-ageing, brightening, firming and overall skin well-being, while reflecting the company's commitment to quality, innovation and more responsible cosmetics.



PUPA MILANO

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Founded in 1975 by Angelo Gatti, currently President, and now led by CEO Valerio Gatti, PUPA Milano is one of the most historic and long-standing Italian beauty brands. In 2025, it generated a turnover of around 100 million euros across 70 countries, with a direct presence in Italy, where its headquarters are located in Casatenovo (LC), a branch in Paris, and more than 30 monobrand boutiques in Slovakia, Romania, and Hungary. The PUPA Milano team, made up of around 380 employees, manages in-house all activities related to development, design, creativity, and communication, in order to offer consumers the best products to achieve their beauty desires, staying true to the "Made in Italy" style and quality.



RESEARCH - PRECISION MOLECULAR SKINCARE

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research
PRECISION • MOLECULAR • SKINCARE

RESEARCH is Dermosfera's professional skincare brand, combining advanced cosmetology, bioengineering and a results-driven approach. At the heart of RESEARCH are bioengineered Spicules, microscopic needle-like structures designed to stimulate the skin and enhance the delivery and performance of targeted active ingredients. Each protocol addresses specific skin conditions through the synergy of advanced formulations, professional treatments and dedicated technologies. With its distinctive scientific identity, RESEARCH bridges professional aesthetics and advanced skin treatments, providing beauty professionals with a highly differentiated system supported by diagnostic methods, treatment protocols and specialized training.

More than a skincare range, RESEARCH is a complete professional method designed to deliver visible results and open new possibilities in advanced aesthetics.



ROUGJ REBEYA

SKINCARE MAKE-UP HAIRCARE INTIMATE CARE SUNCARE

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ROUGJ-+

Rougj Group is an Italian beauty company specializing in the development, production and marketing of innovative cosmetic products, combining scientific research, creativity and a strong understanding of evolving consumer needs.

The Group brings together two distinctive brands: Rougj, a dermocosmetic brand primarily distributed through pharmacies, offering a wide range of skincare, makeup and personal care products designed to combine efficacy, quality and accessibility; and Rebeya, a contemporary beauty brand created in collaboration with Belén Rodríguez, celebrating femininity, self-expression and freedom through a bold, sensorial and trend-driven approach to beauty.

Through its diversified portfolio, product innovation and omnichannel vision, Rougj Group aims to create meaningful beauty experiences, strengthening its presence across retail, e-commerce and digital platforms, both in Italy and internationally.



RUDY

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Rudy

Rudy Profumi is an Italian beauty and home fragrance company bringing together distinctive scents, decorative design and everyday wellbeing.

Its portfolio includes bath and body care, hand soaps, perfumes and home fragrances, designed to turn daily routines into moments of pleasure. The signature Le Maioliche collection celebrates Italy's artistic heritage through colourful patterns inspired by traditional ceramics and fragrances that evoke its iconic destinations.

From personal care essentials to gift collections, Rudy combines practical formats with decorative packaging that deserves to be displayed.

Working with international distributors and retailers across beauty, pharmacy, lifestyle and home channels, Rudy offers collections with a recognisable Italian identity, appealing both as everyday indulgences and thoughtful gifts.



VIMER SRL SOCIETA BENEFIT

MANUFACTURER

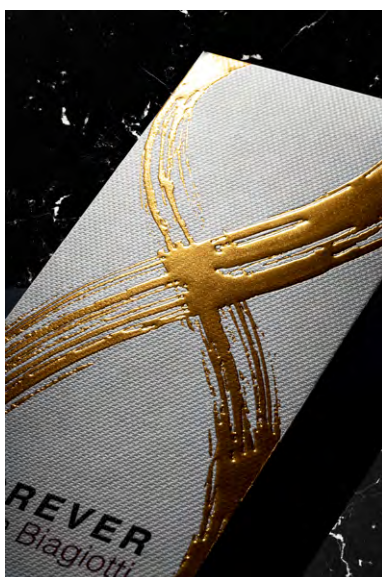
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Vimer is an Italian family-owned company with over 50 years of experience in the structural design and production of high-quality secondary packaging. Specialised in folding cartons, gift boxes and POS displays, Vimer partners with leading international brands across beauty, skincare, make-up and fragrance.

With production entirely based in Italy, Vimer combines advanced printing and finishing technologies with craftsmanship, flexibility and a strong commitment to sustainability. Our capabilities include premium decorative effects, cold and hot foil, embossing and innovative digital solutions for shorter runs, personalisation and faster time-to-market.

From concept and development to industrial production, Vimer supports beauty brands in creating distinctive, high-performing packaging designed to enhance the product and the consumer experience.



VITALITY'S

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VITALITY'S

Generations has held full control over its all-Italian supply chain. We believe in the strength of our roots and the deep know-how of Made in Italy manufacturing. With over 50 years of experience, Vitality's is a uniquely outstanding name on the industry stage, combining experience, quality and creativity to provide the hairdressers of today and tomorrow with solid reliability, innovative products and effective solutions to grow and develop their business. Made in Italy, made in Vitality's.



NOTES



 Italian Trade Agency

 @ITAtradeagency

 ITA - Italian Trade Agency

 @itatradeagency

