

SINERGY  
COSMETICS

ITALY

company profile



express yourself.

[www.sinerycosmetics.it](http://www.sinerycosmetics.it)



## / history

The Sinergy project was born in the family farmhouse surrounded by vineyards and olive groves. The devotion for nature blends in the heart of brothers Roberto and Henrich Nobili with a love for beauty developed in their hair salons.

In this way, **Sinergy Cosmetics** grows and becomes Italian leader in the development of innovative and professional cosmetics for each type of hair, while maintaining the values of beauty and health.

Thanks to the great support of our partners who love nature and well-being, we symbolize today the excellence of Made in Italy in professional hair care in Italy and abroad. We always maintain our roots by combining **traditions** and **technologies**, to meet the needs of distributors, hairdressers and users.

In the heart of every project beats the power of nature.

---

## / ethics

### Philosophy

We consider the product as a formidable opportunity with which you can emphasize your **authenticity** and **personality**. We offer you our knowledge with modern and dynamic communication and training courses useful for your success.

### Vision

We want to create a strong **synergy** with our partners, for lasting and fruitful relationships. The passion for fashion, beauty, environmental sustainability and biological world, lead us to imagine a future in which every person can be free to **express themselves** and dare, enhancing their **creativity**.

### Mission

We support you in an unforgettable beauty and wellbeing way, emphasizing **character** and **uniqueness**. We strongly desire to meet, discover and understand your world and go together to a wider vision, surpassing the conventional, accentuating and affirming **your personal concept of style**. We would like to share our know-how with you to ensure **simplicity** and **effectiveness** to your work; we make everyone happy and satisfied. We think beyond the product, developed by our laboratories with the utmost care, to guarantee high performance. We offer you knowledge, support, training and communication tools to enhance your reputation.



## / experience

Nature taught us to love **balance** and **beauty**. We start growing our future thanks to all the **partners** that believed in our projects. We invest in research and development. We collaborate with professional technicians to enhance the creativity and beauty of each type of style, always respecting the health and beauty of hair and scalp. Each natural ingredient is carefully selected, all products are tested confirming tolerability and effectiveness.

---

## / lines

We have a large range of professional lines to satisfy every need.

**HAIRCARE | ETNIK | INFINITY | CURATIVE | STYLE SYSTEM | TECNIK | COLOR CARE | B.iO**

---

## / educational

Sinergy Cosmetics inclose a world of knowledge, research, collaboration, support, training and deep bonds. The Sinergy Hair Lab project born from these assumptions by sharing and actively participating in the **success** of our **partners**, offering tools for an effective and functional distribution, to accompany the salon to offer complete services to customers, through training, marketing and communication strategies, start-up support, restructuring of already operating salons.

We offer a **positive** and **highly personalized wellness experience**; this is the aim we pursue with Sinergy Hair Lab!

Uniqueness and the sharing are the strengths to ensure maximum **pleasure** and **satisfaction** in expressing yourself.

Sinergy Hair Lab offers you:

- Technical training of hair styling, color, cut
- Specialist training of products
- Technical style courses for weddings, ceremonials and happening
- Specialized courses on new trends
- Planning, design, construction or renovation of salons
- Development of marketing strategies, institutional and social communication
- Services for the salon management



**SINERGY**  
COSMETICS

Via Larga, 53 • 47843 Misano Adriatico (RN) • Italy  
tel: +39 0541 616322 • mob: +39 340 3411619  
[www.sinergycosmetics.it](http://www.sinergycosmetics.it) • [info@sinergycosmetics.com](mailto:info@sinergycosmetics.com)