

SINERGY  
COSMETICS

I T A L Y



company profile

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

## who we are

**Sinergy Cosmetics** is an Italian family-owned company with many years of experience in **research and development of professional cosmetics** for the care and styling of all types of **hair**.

Sinergy consider the product as a formidable opportunity on which to develop larger business and strategies.

Sinergy offer the **knowledge** with innovative, modern and dynamic communication and training courses useful for success.

The passion for fashion, beauty, respect for the environment, health and nature, lead Sinergy to imagine a future where every person can be free to express themselves and dare, enhancing their creativity with flair, competence, freedom and balance.

Sinergy offer an unforgettable journey of beauty and wellness, enhancing character and uniqueness in style with professional products **100% certified made in Italy**.

## 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 **passion for beauty** developed in their hair salons.

With these values, Sinergy Cosmetics grows and conquers its own space and a large following on the **Italian and international scene**.

Thanks to the great support of partners who love nature and well-being, Sinergy Cosmetics symbolize today an **excellence of Made in Italy in professional hair care in Italy and abroad**. It always maintains its 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**.

### Philosophy

Sinergy Cosmetics considers the **product as a formidable opportunity** with which people can emphasize authenticity and personality and offers all the knowledge with modern and dynamic communication and training courses useful for success of every dealer.

### Vision

Sinergy Cosmetics wants to create a strong synergy with partners, for lasting and fruitful relationships.

Passion for fashion, beauty, environmental sustainability and biological world, lead Sinergy to imagine a future in which every person can be free to express themselves and dare, enhancing their creativity.

### Mission

To supports dealers in an unforgettable beauty and wellbeing way, emphasizing character and uniqueness. **To meet, discover and understand dealer's world and go together to a wider vision, surpassing the conventional, accentuating and affirming the personal concept of style and care.**

To share the know-how with dealers to ensure simplicity and effectiveness to their work and make everyone happy and satisfied. Sinergy thinks beyond the product, developed by its laboratories with the utmost care, to guarantee high performance. Sinergy offers knowledge, support, training and communication tools to enhance your reputation.

ethics

experience

Sinergy **learns from nature** to love **balance and beauty**. It started to grow its future thanks to all the partners who believed in its projects. It invests in **research and development**. It collaborates with **professional technicians** to enhance the creativity and beauty of every kind of style. Constantly **listens to consumers, hairdressers and distributors**, to understand their needs and **shape production to be always efficient and effective**.

# responsability

Sinergy Cosmetics choices are taken to maintain the **balance between beauty and well-being** as much as possible with the implementation of **responsible choices**.

For this reason Sinergy Cosmetics uses:

- **sustainable and renewable energy;**
- Sinergy Cosmetics products are **cruelty-free** (not tested on animals) and for the most are **vegan-friendly;**
- **FSC certified papers** for packaging and communication materials. This makes it possible to trace its provenance and to make an active contribution in a correct, transparent and controlled manner to responsible forest management.

Sinergy Cosmetics researches and chooses with the utmost care and attention the **best elements** necessary for the formulation of products, eliminating or replacing unnecessary ingredients.

It prefers **natural or highly selected ingredients** so that they are not harmful to the body and the environment, always maintaining **high standards of performance**.

In particular in the organic based B.iO line, it uses sustainable raw materials, with active ingredients, vegetable fragrances, **from certified organic plants and flowers, which follow seasonality and traditional harvesting systems**.

# raw materials

The properties of the raw materials are the basis from which Sinergy Cosmetics starts to formulate the products.

- The raw materials are of **Italian origin;**
- The ingredients chosen are the **least harmful** and processed in the most suitable way to **respect the care** of the skin and the environment;
- Linea B.iO is organic based, with active principles, extracts and essences of natural origin from **certified organic agriculture;**
- Keratin is from **vegetable origin;**
- The silicones used in some products are selected within the from the **best available on the worldmarket**, and they are the most compatible and the best for hair treatments and environment respect;
- The **argan is 100% pure** and comes from the area that the UNESCO in 1998 proclaimed the "biosphere reserve" in Morocco;
- The treatment line is formulated using the **healthiest ingredients** for the scalp and which guarantee high efficiency and high specificity;
- The Zen line **does not contain Sles, Sls, Ammonia, Resorcin, and Ppd.**
- 99,9% of Sinergy Cosmetics products do not contain parabens.
- Sinergy Cosmetics products do **not contain aluminum salts or toxic substances.**
- The pigments are made up of microparticles of impalpable powder.
- All products are **tested for tolerability and high performance.**
- All products are **cruelty-free** and most are **vegan-friendly.**

## lines

Sinergy Cosmetics has a wide range of professional lines to meet every need:

- **y**: hair care;
- **potion d'or**: argan oil & solar;
- **infinity**: special keratin multi-action spray mask;
- **treatments**: scalp abnormalities treatments;
- **fix**: finish style system;
- **technicals**: dyes, bleaches, perms, adjuvant products in technical treatments;
- **platynette**: the new amazing bleaching system;
- **zen hair color**: gentle, high performing color system & protective color;
- **b.io hair care**: based on organic ingredients from certified organic agriculture;
- **b.io essential oils remedy**: based on essential oils for the treatment of scalp abnormalities;
- **soft touch**: skin care and protection.

## educational

Sinergy Cosmetics encompasses a world of **knowledge, research, collaboration, support, training and deep ties** by providing its dealers with single **training courses** or, with Hair Lab project, a **specific training path** with other benefits.

Sinergy Cosmetics offers **tools for effective and functional distribution**, to help dealers do fidelize the salons, offering them comprehensive services through specific training courses that supports the start-up or growth of salons already operating. It offers a positive and highly personalized experience.

**Uniqueness** and **sharing** are the strong points to ensure maximum satisfaction.

Sinergy Educational offers:

- Technical training in hairstyling, color, cut;
- Specialized training on products ;
- Technical courses of style for weddings, ceremonies and happenings;
- Specialized courses on new trends;
- Operative marketing and communication support.

## the team

Sinergy Cosmetics includes a team of **experts in various fields:**

- research & development;
- production;
- commercial dept;
- export dept;
- customer care;
- administration dept;
- communication dept;
- logistics;
- hair stylist and art director;
- fashion photographer;
- trainers.

## advantages

The advantages in marketing Sinergy Cosmetics products:

- excellent reputation of the Brand at national and international level;
- maximum satisfaction and loyalty from the user salons and the final customer;
- 100% certified Made in Italy products;
- cruelty-free;
- vegan-friendly;
- high quality and maximum product performance;
- excellent quality-prices relationship;
- high profit margin;
- training services for distributors and salons on products;
- supply of institutional, product and promotional communication tools and materials;
- training on style and trends;
- technical support for hair stylists;
- training in the salon management strategy;
- marketing strategies and image consulting for the salon;
- support on communication, on-off line, institutional, corporate identity, promotional, products;
- support on the construction of institutional or trend photographic images;

## advantages

- synergistic collaborations with bodies and companies of other sectors of the world of beauty and fashion;
- participation in fairs;
- own production;
- zone exclusivity;
- exclusive sales rights to salons and specialized shops.

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I T A L Y

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)