SINERGY

COSMOS



the CHARACTER *of* BEAUTY

Professional Hair Cosmetics.
An Italian Perspective.



BEAUTY, ACCORDING TO SINERGY

Color can bring greater intensity to the eyes.
A line can change the balance of a face.
Our understanding of beauty takes shape in the relationship between hair and the individual.

To interpret it, we begin with observation. We study the hair's structure, its movement, and the way it catches the light.
We recognize different needs and translate them into choices in color, care, and style.

This attention guides our cosmetic research. Our experience in salons helps us understand real needs
and develop formulations and professional systems designed to address them.

We bring that knowledge back to the salon through education, sharing expertise and tools
that professionals can interpret, refine, and make their own.

Character reveals itself.

SINERGY COSMETICS

SINCE

2008

An Italian story rooted in hairdressing.

Sinergy Cosmetics was founded in 2008 by brothers Roberto and Henrich Nobili, building on their experience and their family's roots in hairdressing.

From these beginnings grew an Italian family-run company dedicated to the research and development of professional hair cosmetics.

Our understanding of salon work informs every decision, from raw material selection and formulation development to the experience, performance, and quality of the finished product.

Over time, we have expanded our expertise to include styling, education, and communication, creating an offering that goes beyond the products themselves.

Today, we continue to grow through collaboration and the exchange of knowledge with professionals and organizations in Italy and around the world.



OUR APPROACH TO STYLE

Shape, color, light, movement.

Sinergy's approach to style reflects a distinct sensibility: contemporary, refined, and expressive without excess.

We draw from fashion what endures beyond trends: the discipline of composition, an eye for proportion, and an appreciation for detail.

In our visual language, line defines shape, color creates depth, and light reveals nuance and volume. Movement introduces freedom, allowing for interpretations that range from understated to expressive.



Our collections translate this sensibility into distinctive approaches to cutting and coloring, leaving room for each professional's creativity and the individuality of the person who wears it.

ORIGINE AND SIGNATURE

Two expressions, one professional culture.

Sinergy Cosmetics develops its research through two complementary identities, united by an understanding of hair, attention to the individual, and a commitment to formulation quality.

Both offer solutions for professional services and products for daily care, addressing different scalp and hair needs in the salon and at home.

Sinergy Origine

Sinergy's most comprehensive and versatile offering, spanning hair color, technical systems, treatments, hair care, and styling.

An extensive range that supports salon professionals while offering products for daily care and at-home maintenance, with formulations developed to meet a wide variety of needs.

Origine combines cosmetic research, performance, and a considered balance of quality and value, offering versatility and choice across different applications.

Sinergy Signature

An offering built around specialized projects, each guided by a distinct approach to care.

Formulation research comes together with professional methods, rituals, textures, and sensory signatures to create experiences with a recognizable character.

From professional services to daily rituals, Signature explores specific needs through projects where products, methods, and experiences express a unified vision.

COLOR

Depth, tone, interpretation.

Before selecting a shade, we assess the starting color, existing tones, treatment history, and condition of the hair fiber. These observations guide decisions about tone, intensity, warmth, and depth.

Sinergy develops color systems with distinct technologies and formulations to meet different needs, from gray coverage and natural-looking shades to more expressive color results.

The range includes **permanent hair colors** with high-purity pigments and conditioning ingredients, **ammonia-free formulas** enriched with keratin and beeswax, and **vegan color** systems with a 10-minute processing time.

Direct pigments and color concentrates offer further creative possibilities, allowing professionals to refresh, intensify, correct, and customize tones.

The quality of a result is often revealed in its finest details: the precision of a nuance, the balance of a tone, the subtlety of a contrast.





LIGHT

Lightening, reflections, dimension.

Light is about more than levels of lift. It is the relationship between what comes forward and what retains its depth, between a subtle reflection and the definition it brings to a shape.

Sinergy explores these possibilities through professional lightening systems in cream and compact powder formats, with different modes of action and formulations designed to control unwanted warm tones.

Demi-permanent color systems with an acidic pH allow professionals to refine tones and adjust reflections without lightening the base color.

But light also plays a role in care and finishing. Pigmented treatments help neutralize unwanted yellow tones, while smoothing fluids and nourishing elixirs enhance the hair's surface and shine.

Light is shaped by color and revealed in the way hair reflects it.

CARE

From scalp to lengths.

Dry, frizzy, fine, chemically treated, and curly hair each have different needs. Sinergy develops shampoos, masks, and treatments with targeted formulations to provide nourishment and softness, weightless volume, manageability, definition, and color protection.

The scalp requires equally specific attention. Professional scalp care routines for excess oil, dandruff, and concerns about hair shedding combine preparation, cleansing, and targeted treatments.

The selection of raw materials is central to our cosmetic research.
Active ingredients, botanical extracts, essential oils, and functional ingredients are chosen and combined according to their properties, the purpose of each product, and the desired performance.

Careful ingredient selection and balanced formulations guide the development of effective, sensorially appealing solutions suited to different scalp and hair needs.

From professional treatments to daily care, each product helps maintain the benefits of a service over time.



THE HAIR FIBER

Structure, elasticity, surface.

Hair structure changes over time. Heat, coloring, and treatments can affect porosity, elasticity, and surface condition, influencing how hair responds to subsequent services.

We consider these factors from the earliest stages of cosmetic development. Similar performance goals may require different approaches: lightweight formulations to preserve volume, conditioning for compromised mid-lengths and ends, and surface control to improve smoothness and ease of combing.

This thinking extends across hair color, hair care, professional treatments, and styling.
The selection of active ingredients, formulation textures, and technologies reflects both the purpose of each product and the quality of the results it is designed to deliver.





SHAPE

Volume, movement, finish.

A haircut establishes structure.
Blow-drying and styling determine
how that structure takes shape:
where to build volume,
how much texture to define,
and how the lengths should move.

For Sinergy, styling means choosing the right degree
of control for the desired result.
Formulations with different textures and levels of hold
can lift the roots, support a soft blowout, define curls,
or secure more structured styles.

For longer-lasting changes in shape,
professional waving systems offer formulations
suited to natural, resistant, or previously treated hair.

Finishing completes the work.
Frizz control, a smooth surface, softness,
and shine all contribute to the final shape
without compromising movement.



SINERGY SIGNATURE

Identity, method, experience.

Alongside Origine, Sinergy Signature brings together specialized projects,
each grounded in a distinct vision of care.

Every identity begins with a guiding concept that shapes formulation research,
textures, fragrance, packaging materials and finishes, professional methods, and the ritual experience.

Together, these choices create a coherent and recognizable whole, where product, technique,
and sensory experience express the same identity.

HAIR TAILORING

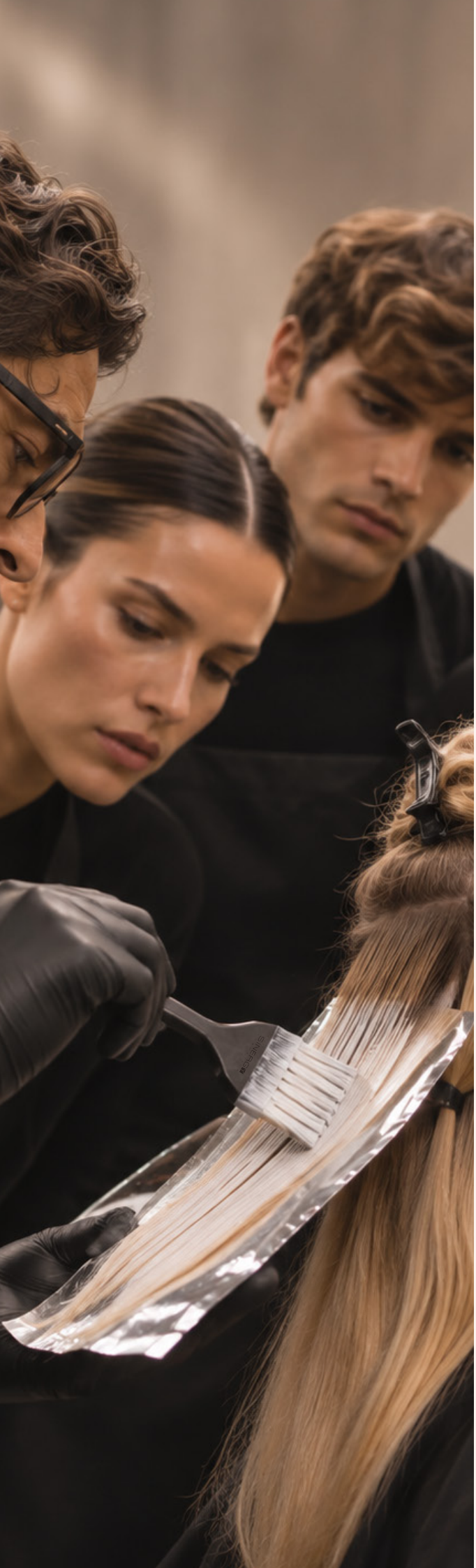
The art of tailoring, applied to hair.
As in tailoring, the process begins with an understanding of the material and the desired result.
The structure and condition of the hair fiber guide the choice of treatment, the method,
and the precision of each professional step.
Dedicated care rituals extend the experience beyond the salon, helping maintain the results over time.

OM DE MOND

Care as an expression of masculine presence.
An identity that begins with scalp care and the condition of the hair, extending into daily routines and personal style.
Function, simplicity, and character come together in an approach that celebrates individuality
rather than prescribing a single ideal of masculinity.

LAVYÉ

Nature as a model of intelligent balance.
More than a source of ingredients, nature inspires an approach to cosmetic development in which every formula
serves a purpose and every step has its place.
Precision, simplicity, and sensory experience shape a contemporary understanding of care.



SINERGY EDUCATIONAL

Knowledge, technique, interpretation.

Education is an essential part of Sinergy's culture.
It brings together cosmetic knowledge,
technical expertise, and creative exploration,
transforming them into practical tools
for hair professionals.

Through **Sinergy Educational**,
we develop customized training programs
for distributors, salons, and professional teams,
tailoring the content and level of instruction to their goals.

Our experience also includes collaborations
with vocational schools and other training institutions,
connecting students' learning
with the practical realities of hairdressing.

As part of Educational, **Hair Lab** offers
a structured annual program of modules,
organized into sessions with predefined content
to support the progressive development
of professional skills.

Hair coloring, lightening, cutting, styling,
and specialized treatments provide opportunities
for focused learning, professional exchange,
and hands-on application.

PROJECTS AND COLLABORATIONS

Expertise, relationships, new perspectives.

In Italy and international markets, Sinergy works with distributors, professional organizations, and educational institutions, bringing cosmetic, technical, and creative expertise to each collaboration.

Our **in-house laboratory**, **manufacturing operations**, and **on-site packaging** are essential parts of the business. From formulation research to finished products, Sinergy combines technical knowledge, production capabilities, and a commitment to quality.

Alongside its own brands, Sinergy develops **Private Label** projects, from formula selection and customization to fragrances, product formats, packaging, and visual identity, tailored to each client's needs and market positioning.

Sinergy Cosmetics is certified under the IT01 System — 100% Made in Italy.



SINERGY
COSMETICS

ITALY

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