

PROFESSIONAL HAIR & SKIN CARE AT THE SERVICE OF BEAUTY



MADE IN ITALY

SINCE **1946** THE **MADE IN ITALY** OF PROFESSIONAL HAIR & SKIN CARE AT THE SERVICE OF BEAUTY PROFESSIONALS AROUND THE **WORLD** Pettenon Cosmetics Spa is one of the first **100% Italian** industrial groups that has specialised in professional hair & skin care. We have maintained the Made in Italy quality of our **professional products** across the globe for over seventy years.

Unmatched experience

Our long-standing experience in 93 major foreign markets means that we can guarantee customisable and **professional quality products, tailored** to your market's needs.

With you, we are on our way to becoming the top international Made in Italy representative in professional hair and skin care.

A standard of excellence

Our three production facilities are constantly expanding and evolving, each with its own specialisation:

- 1. Hair Care and Beauty Treatments
- 2. Hair Colouring
- 3. Skin Care Products

Pettenon Cosmetics Spa is your reliable global partner for professional beauty. Every day, our production sites produce approximately:

 170,000 shampoos, masks, styling products, hydrogen peroxide and other technical products

- 140,000 tubes of hair colour
- 25,000 face, body and scalp treatments

Our three internal research & development laboratories oversee our complete production process, which spans packaging, blow moulding and screen printing. Coupled with our efficient and automated logistics processes, we can guarantee that you receive innovative products of the highest quality.

Our quality control department and microbiological laboratory continuously monitor our product quality using strict and accurate testing on production batches.

At our **product development and technical testing centres**, professional technicians and expert hairdressers collaborate and carry out numerous daily tests on models to consistently evaluate product performance and functionality. We incorporate every user protocol and professional suggestion to ensure our products fulfil the needs of every customer – even the most demanding.

Whether you are a **professional** who uses our products in your salon on a daily basis, or a **stylist** who flaunts creative hairstyles on international fashion catwalks, you can rely on **timeliness** in the market response, **safety** for your clients and **professional training** under our four accredited academies.



A STRATEGY BASED ON **Specialised** Skills



Our global strategy is based on specialised skills across our laboratories, marketing and production teams and throughout our industrial chain.

Our dynamic team is made up of hundreds of qualified and professional researchers, technicians, operators, inspectors, managers, external consultants and certification bodies. We work together to transform the global market of professional hair and skin care.

Our flexibility and experience in this contemporary market allows us to increasingly personalise our product for your evolving needs. We deepen our knowledge of the characteristics of each national market on a daily basis.

We are committed to providing consistent updated training for our team of highly skilled and specialised personnel across our laboratories, technical centres and academies.

AND **MARKET** KNOWLEDGE





PROFESSIONAL HAIR PRODUCTS

AN ITALIAN INNOVATIVE AND DYNAMIC INDUSTRIAL GROUP IN CONSTANT EXPANSION













PROFESSIONAL PRODUCTS FOR THE FACE, BODY AND HAIR



PROFESSIONAL HAIR COLOURING CREAMS

SPECIALISED PRODUCTIVE SITES









DAILY PRODUCTION **OF FINISHED PRODUCTS 25,000 PIECES** PROFESSIONAL PRODUCTS FOR THE FACE, BODY AND HAIR **140,000 PIECES** PROFESSIONAL COLOURING CREAM

170,000 PIECES PROFESSIONAL HAIR PRODUCTS



ANNUAL PRODUCTION OF FINISHED PRODUCTS

COUNTRIES SERVED IN 2016

ALBANIA

ARMENIA

AUSTRIA

BAHRAIN

AUSTRALIA



VIETNAM PARAGUAY BRAZIL NORWAY SURINAME 19 E

UPDATED DATA ON www.pettenon.it



BEAUTY& WELLINESS Our sustainability promise

Every Pettenon building adopts the most advanced technologies in sustainability to reduce our environmental impact.

3,600 m2 of latest generation photovoltaic panels in our San Martino di Lupari plant currently produce approximately **200,000 kWh clean energy per year.** This allows for annual savings of approximately **135 Tons of CO₂ that will not be emitted into the atmosphere**. That is equal to saving **46 tons of oil**.

We use sources of **100% renewable energy** from the sun, wind, water and land as well as low-emissive window, insulation and ventilation systems.

Our production and logistics processes are also interlinked to minimise driving distances and ensure efficient waste management. In addition, the Pettenon blow moulding department allows for recovery and 100% recycling of obsolete bottles, giving life to new plastic items while reducing the production of waste and scrap materials.

Our San Sepolcro plant, goes one step further and focuses on recycling materials made of cardboard, wood and pallets to be passed on to companies that perfect the recovery process.



ETHICS BEAUTY IN SOLID GESTURES

MAJOR PROJECTS CUR-RENTLY SUPPORTED BY THE PETTENON COSMETICS SPA GROUP:

"CITTÀ DELLA SPERANZA" ONLUS FOUNDATION

The "Città della Speranza" Foundation was founded on 16 December 1994 in memory of Massimo, a child who passed away because of leukaemia. The primary objective of the Foundation was to collect funds to build a new and modern paediatric oncohematology department. The existing department was entirely inadequate and unsuitable to accommodate sick children and their families in a dignified way. Franco Masello, Virginio Zilio, Carlo Mazzocco and Prof. Luigi Zanesco, who at the time was the Director of the Paediatric Oncohematology Clinic in Padua, Veneto, became promoters of the project and worked with numerous businesses and individuals to collect the capital needed to build the new

facility, which was inaugurated in 1996. Today, the Paediatric Oncohematology Clinic, managed by Prof. Giuseppe Basso, is connected to the most important centres in Italy and the world. Thanks to funds from Città della Speranza, it is now the national reference centre for diagnosing acute leukaemia and molecular characterisation of lymphomas and sarcomas. It is also the coordination centre of national and European protocols of diagnosis and treatment of lymphomas, sarcomas, brain and liver tumours and rare tumours.

Since 2014, the clinic is the regional paediatric oncology coordinating centre in the Veneto region.

The foundation invests about 2 million Euro a year in scientific research and has set up an International Scientific Committee that evaluates the projects to be financed.

www.cittadellasperanza.org

"I BAMBINI DELLE FATE" FOUNDATION

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"I Bambini delle Fate" is a non-profit foundation that funds social projects intended for children and youngsters with autism and disabilities thanks to the support of companies and individuals in the territory.

The foundation exclusively finances projects of associations, organisations and hospitals, whose beneficiaries are children with autism and disabilities and their families. The funded projects implement rehabilitative and social inclusion interventions that improve the lives of those affected by autism and disabilities and guarantee relief to the families. GRUPPO POLIS

Polis Group unites five social cooperatives in Padua that have been helping people in difficulty for over 25 years. They implement educational, rehabilitative, residential and employment services by promoting job placement of disadvantaged people and supporting the culture of acceptance, inclusion and solidarity. For some years now a protected acceptance service is active together with a social-work tutoring service for women who are victims of violence and trafficking.

www.gruppopolis.it

DOING BUSINESS AND ENTREPRENEURSHIP MEAN ENHANCING THE BEAUTY AROUND US, NOT ONLY THROUGH PROFESSIONAL COSMETICS BUT ALSO WITH CONCRETE SOCIAL INVOLVEMENT

www.ibambinidellefate.it





FROM AN ARTISAN COMPANY "MORGANA DI MARIO PETTENON" **TO AN INDUSTRIAL GROUP** THAT LOOKS TO THE FUTURE THANKS TO ITS HISTORY, TRADITION AND VALUES.



"MORGANA" WAS FOUNDED IN 1946 BY MARIO PETTENON, ENTREPRENEUR, PHILANTHROPIST AND ART LOVER. A COMPANY THAT RIGHT SINCE ITS INCEPTION SAW ARTURO PEGORIN'S COOPERATION WITH THE FOUNDER IN A MASTERLY AND TIRELESS ARTISAN PRODUCT CREATION.



IT WAS 1946 WHEN YOUNG HANDS GOT BUSY WITH THE CREATION OF LIPSTICK, NAIL POLISHES, FACE POWDER AND PERFUME.

PETENON

A LONG Walk IN Beauty The foundations of our solid company are steadily growing in determination, tenacity and specialised consultancy.

Before Pettenon specialised in professional products for hairdressers, lipstick, nail polish, face powder and perfume were the company's focus.

As a young assistant in charge of producing Pettenon products, Arturo Pegorin, eagerly learned from the hordes of expert chemistry consultants who were regularly called into the company to create specialized formulas. It is a combination of these developed skills and experience that still distinguishes Pettenon Group today .

In 1988, Pettenon Cosmetics embarked on an exciting new chapter. When Mario Pettenon passed away, his prestigious company was passed on to the Pegorin family.

Today, Pettenon's story continues with Federico and Gianni Pegorin at the reins. In less than twenty years, Federico and Gianni took Pettenon from a company with a turnover of 400 million Italian Lira and 8 employees to a prospering industrial group with a turnover of 110 million Euro, 350 employees and a growth trend of +19% in the last three years.



INDUSTRIAL GROUP FOR THE GLOBAL MARKET ACROSS INNOVATION, SPECIALISATION AND QUALITY Gianni, a specialised chemical expert, poured his passion into the Pettenon product formulas, while Federico's grit and expertise gave Pettenon a commercial boost.

Since 1988, when Arturo and his two sons took over the reins, the artisan company began transforming into an industry. In 1998 the Chamber of Commerce, Industry, Agriculture and Artisanship of Padua awarded Arturo Pegorin the Gold Medal of "Fedeltà al Lavoro e del Progresso Economico" (Loyalty to the Labour and Economic Progress).

THIS IS WHAT WE IMAGINED. AND WE WILL CONTINUE TO IMAGINE SO. GIANNI AND FEDERICO PEGORIN









1988

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YESTERDAYЦ Willions of Halian Lira Turnover in

Worgana is founded by Wario Petterion

Employees





RESEARCH AND INNOVATION AT THE SERVICE OF BEAUTY AND A GUARANTEE OF SAFETY WITH OVER 32,500 ANNUAL REPORTS

OUALITY AS A STRATEGIC ELEMENT

To ensure maximum professionalism of its products, the Group continuously invests in **safety** and **quality**, by means of highly specialised and qualified personnel, constant training and **specialised consultancies** with international partners.

Continuous **monitoring** and **updating of European and non-European cosmetic regulations** that safeguard the professionals and customers around the world, offering conforming products and services which are more and more customisable.



LABORATORIES

BAND DEVELOPMENT LABORATORIES

Supported by highly qualified teams with significant experience, the internal R&D laboratories aim at implementing new formulations for products that can effectively fulfil the demands of the various markets. Research and updates are also in line with the most recent EU and international standards.

The 3 laboratories, in continuous collaboration with the application technical centres, are equipped with instruments to perform stability tests to analyse quality and the risks of the product and a Regulatory department for full support.





QUALITY CONTROL LABORATORIES CHEMICAL LABORATORIES MICROBIOLOGICAL LABORATORY

element of the market.

In-house laboratories with highly qualified personnel in charge of all the necessary checks to ensure product quality. The chemical tests are carriedout on several levels of the production process, from raw materials, to semi-finished products to the finished product.

The microbiological laboratory is of biosafety level 2, with an automatic filtration system of the incoming and outgoing air. It is also kept in vacuumed to ensure total safety of the operators who work there.

The laboratory was built according to criteria closely related to the pharmaceutical field in order to ensure product quality, the distinctive

The chemical and microbiological laboratories are newly built; all surfaces are smooth and effectively sterilised. As a further guarantee the group outsources certification bodies for calibration, maintenance and validation of the proper functioning of the tools provided.





SAFE PRODUCT COMPOSITION

MADE IN ITALY TOP QUALITY RAW MATERIALS

RESEARCH AND DEVELOPMENT

OVER 32500 ANALYSES

TESTS ON THE PRODUCT

TESTS ON THE HAIR

INTERNAL PRODUCTION CYCLE

PROFESSIONAL COLOURING CREAM

OXIDISING PERMANENT COLOUR WITH AND WITHOUT AMMONIA, SEMI-PERMANENT COLOUR, DIRECT COLOUR

PROFESSIONAL HAIR PRODUCTS

PEROXIDE/SHAMPOO/MASKS/ CONDITIONER/STYLING &FINISHING/PERMANENT/ STRAIGHTENING/UTILITIES

OUALITY OF THE PRODUCT PERFORMANCE

PERFECT KNOWLEDGE OF THE PRODUCT HAS ALLOWED FOR THE CREATION OF 4 ACADEMIES FOR PROFESSIONAL TRAINING



ACADE MIES

1400 m₂ OF SURFACE AREA DEDICATED TO TRAINING

48 TECHNICAL, STYLISTIC AND PROFESSIONAL **TRAINERS** ON COSMETICS FOR THE FACE AND BODY

NATIONAL AND INTERNATIONAL SPEAKERS, EXPERTS ON PRODUCT AND FASHION TRENDS





PROBUCTION

THE CYCLE INSIDE THE FACILITY: GUARANTEE OF QUALITY AND BREVITY OF TIME TO MARKET



TIMELINESS, SAFETY AND CONTROL ARE THE STRENGTHS AND VALUES WHICH THE PETTENON GROUP INVESTS IN. CHECKS, INSPECTIONS AND CONSTANT TESTING IN EACH PRODUCTION PHASE ARE THE DISTINGUISHING FACTORS.

EXPERIENCE, SPECIALISED LABOUR AND COSTANT UPDATES ARE THE CHARACTERISTICS OF THE PERSONNEL INVOLVED IN THE ACTIVITIES.

AUTOMATION AND KNOW HOW OF THE RESOURCES COMPLETE AN INCREASINGLY INNOVATIVE PROCESS.

PRODUCTION CYCLE



KNOW HOW

LOGISTICS

A structured entry system, goods storage, order preparation and internal shipment allows the schedules and activities to be better organised. From shipments in Italy within 24 hours to shipments to 93 countries where the Group operates. The logistics service ships 75 million pieces every year for a total of 72,000 shipping documents and the coordination of 6,380 incoming and outgoing vehicles including vans, trucks and containers. Everything is managed through innovative management software, barcodes, radio frequency systems, checks and constant inspections and significant use of codes for the traceability of goods.

PIECES Shipped Every year

PROFESSIONAL FERMOLOGY

MILIO

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We combine the skills of our research and development department, the specific needs of the market and your clients' values in every product. Our ability to present your clients' values in an original and engaging form, which is visually striking, is the reason behind the commercial success of our products.

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TOTALLY INNOVATIVE SHAPES AND VOLUMES STARTING FROM 3D PROTOTYPES UP TO THEIR CREATION; PACKAGING, EXHIBITORS AND STANDS ARE THE STRATEGIC TOOLS FOR PROPER PRESENTATION ON THE MARKET.

NATIONAL AND INTERNATIONAL RESEARCH AND ANALYSIS, POSITIONING SURVEYS AND ANALYSIS AND DETECTION OF COMPETITION, THE STRATEGIES THAT THE GROUP CAN PROVIDE AS SUPPORT OF THE **PRODUCT POSITIONING**.







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A STRENGTH OF PETTENON COSMETICS S.P.A. IS THE TURNKEY SET-UP OF PRIVATE LABELS: COMPLETE DEVELOPMENT OF A WIDE RANGE OF CUSTOM PRODUCTS.

The complete service dedicated to the research and purchase of packaging, to the implementation of the product graphics to the production of the semi-finished product and the coverage.



FULL SERVICE

FILLING

The supply and coverage of our product in containers (bottles - vessels - tanks, etc.) provided by the customer if the latter makes use of its own internal research in the packaging field.

UNPACKAGED

The supply of bulk products in IBC (Intermediate Bulk Container) weighing 1000 kg and/or in 125 kg drums with the option of proceeding with autonomous packaging of the product.



CELEBRATING BEAUTY

discover more at **www.pettenon.it**



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www.pettenon.it