

Inspired by sustainability guided by beauty

Pettenon Cosmetics in numbers

since 1988

Benefit
Company

1
production site

100
countries

386
employees

169.6 mln
AGF88 turnover of which
126.8 mln from Pettenon

314,000
items produced daily

1
product test
technical centre

1 Alterego academy

Our brands

SINESIA

ALTEREGO
ITALY

ALAMA
PROFESSIONAL

Fanola
CREATIVITY TO SHARE

Inebrya
» THE ITALIAN SENSE OF HAIR

Echosline
the *vegan* way

BYOTDEA

Be hair
MADE IN ITALY

RR

Sustainability governance

Sustainability technical
committee

B. Team

Corporate and communication
sustainability committee

The three pillars of the Pettenon strategy



INNOVATION



DIGITIZATION



SUSTAINABILITY

Pettenon Cosmetics' five common benefit goals



Research and innovation

- More than **27,500** analyses per year
- **Sinesia**: Veganok and Lifegate certified products
- **ISO 16128** for the naturalness of the products
- **OECD 301** for the biodegradability of the raw materials



Protection of the environment

- **3,600** square metres of solar panels
- **100%** of electricity from renewable sources
- **98%** reduction of waste water thanks to the new filtration and purification system



Gender diversity

- **51%** of women in managerial positions
- **23%** of employees under 30
- Launch of **Beauty W/O** fear
- Support for **Woman4beauty**
- **Welfare** and **work&life** balance



Community support

- € **250k** to support the community
- More than **20** associations supported



Training and development of people

- **7,000** hours of training delivered with an average of **18** hours of training per employee
- **Growing together x talks**: e-learning course with 12 pill videos
- Supporter member of **BBS**
- 5th edition of **Innovation Days**



Find out more about our
sustainability journey
www.pettenon.it