

BAREX ITALIANA

COMPANY PROFILE

More than 53 years of Made in Italy craftsmanship and innovation in haircare products

ABOUT BAREX ITALIANA

WHO WE ARE

Barex Italiana is an internationally renowned company that **develops, manufactures and distributes** professional haircare treatments, colour and styling products for exclusive salon use.



Carlo e Alessandra Baiesi



AUTHENTICITY, DETAILS, HARMONY

"Barex Italiana has always privileged the highest, incomparable and unforgettable quality of the product. Thanks to our **Italian craftsmanship heritage**, in every single product studied, formulated and produced in our laboratories in Bologna nothing is **left to chance**. Behind very formula are countless **hours of study**, each detail is given meticulous attention.

The result is a **total harmony** of formulas, luxurious textures, **captivating scents** in an endless variety of treatments that reflect our values of **paramount quality and handcrafted care**. And so, once our products have been packed, shipped and delivered, *we truly believe our customers can feel all the magic contained in each bottle."*



PASSION FOR BEAUTY

in the creation of professional haircare



ONCE UPON A TIME

After 18 years of experience in the beauty industry, the Baiesi brothers had the opportunity to purchase a haircare brand licence called JOCHEM'S. Then **Barex Italiana** was founded on 27 February 1967 in their hometown, Bologna.

Sergio and Renato anticipated the need for specific professional hair care products becoming a very valid Made in Italy alternative to multinational companies present at that time.

70'S

The company grows considerably and decides to expand its range of products by introducing **Fissapiega**, an innovative brand of pre-blow-dry lotions, and **Softy Gel**, a wet-effect styling gel. One of the first of its kind ever!

90'S

One of the best launches on the market: **Olioseta**. The non-oil Oil is a success! The brand becomes famous and it becomes part of the company's history, going through various transformations over the years.

80'S

Barex Italiana is still growing and thanks to the entry into the company of Sergio's children, Carlo and Alessandra, the Barex brand replaces the Jochem's brand in products and new product lines and **exported to different countries around the world**. The company studies each formula with meticulous attention, selecting **only the finest organic ingredients on the market**.

2000

The concept of sustainability of a cosmetic product starts appearing on the market, together with the use of certified organic ingredients.

So **Aetò Botanica** and **Permesse** are launched on the market.

BAREX ITALIANA TODAY

With over 53 years of
experience in the creation
and development of professional
products for the hairdresser,
Barex Italiana can be called
Mastery Lab.

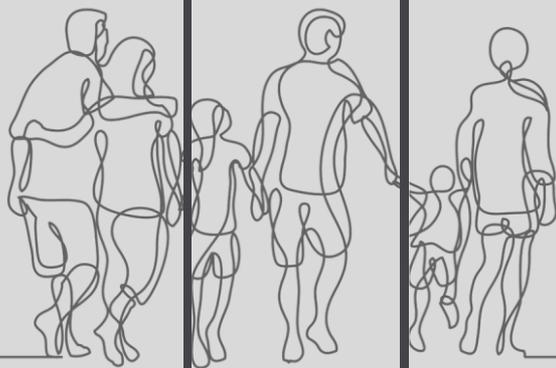
The logo for Barex Italiana Mastery Lab is presented on a white rectangular background. It features the word "barex" in a large, lowercase, sans-serif font with a registered trademark symbol (®) to its upper right. Below "barex" is the word "italiana" in a smaller, lowercase, sans-serif font. A thin horizontal line is positioned directly under "italiana". At the bottom of the logo, the words "Mastery Lab" are written in a black, cursive script font.

barex®
italiana
Mastery Lab

ba

re

X



Barex

An acronym for the founders names, emphasizes the **family values** typical of the Italian industrial culture.



Italiana

One word that defines a company with strong, deep-rooted ties to its local area, reflecting a style inspired by a **rich artistic heritage**, ranging from **unique natural landscapes** and the **Italian way of life**, that is renowned and loved worldwide.

Mastery

Deep know-how and expertise typical of Italian craftsmanship, to constantly seek improvement, striving to make products for a unique customer experience.



KNOW-HOW

harnessed in over 50 years of experience

CREATIVITY AND SPECIFIC SKILLS

as our primary raw material

AUTHENTIC PASSION

for what we do

The **PERFECT COMBINATION**

between tradition and modernity, beauty and practicality

ATTENTION AND ABILITY

to create unique products which deeply touch the consumer, making them participants of an experience of wellness and beauty

What does **MASTERY** mean?



Lab

Lab is a nonstop self-improvement process.
It's the Italian attitude of
linking tradition with innovation.

What does LAB mean?

Represents the **HEART** of the company

Make **IDEAS** come to life

It's **TECHNOLOGICAL INNOVATION**

It's **CONCRETE CREATIVITY** which produces solutions

THE COMPANY

5.700 M² of space

(offices, laboratory, warehouse, production department, shipping department)





WE PRODUCE
ANNUALLY

290.000KG

of SHAMPOO

164.800KG

of CONDITIONER and MASK

16.000KG

of TREATMENT OIL





560

RAW MATERIALS

of which

1/3

divided between
natural and essential oils,
botanical extracts and
natural proteins.



SUSTAINABILITY

It is our duty to care of our planet, even by taking steps that are concrete and constructive.

For this reason, we have embraced sustainability as a long term project.

FIVE YEAR PLAN

In collaboration with the Bocconi University of Milan, we are working on a five year plan which aims to gradually **improve the company's overall sustainability.**

GREEN ENERGY

Our production facility is completely self-sufficient in terms of energy consumption thanks to the **photovoltaic panels.**



PLASTIC IS EVERYWHERE

310

millions tons of plastic are produced worldwide every year

150

millions tons of plastic found in the oceans

79%

is the percentage of plastic found in landfills and in all natural environments, after being thrown away



If we don't take measures to reverse this tendency, by 2050 we will have, by weight, more plastic than fish in the oceans.

OUR COMMITMENT

A MORE AWARE USE OF PLASTIC.

In all our new product lines, we use **50% to 100% RECYCLED plastic** bottles, **absolutely RECYCLABLE** with the plan to implement this practice in a short period of time to all our lines, for an increasingly **eco-sustainable** supply chain.



THE RECYCLING OF PLASTIC

An important step to **reduce the social cost of using plastic**. There are many advantages, for example, energy savings and reduction of CO₂ emissions and the volume of waste that ends up in landfills.

Globally, it has been estimated that potential energy savings that could be achieved by recycling all plastic waste each year **correspond to 3.5 billion barrels of petroleum**.

Recycling is, in turn, a **highly conducive** to innovation ecosystem, because it favours the continuous development of more efficient and effective technologies.

“By 2030, recycling 15 million tons of plastics per year (equivalent to about half of the expected production of plastic waste) would save CO2 emissions equivalent to take 15 million cars off the road.”

BENEFITS OF CO₂ IN PLASTIC RECYCLING

CERTIFIED QUALITY

Since 2012 Barex Italiana is a part of the premium companies which are **ISO 9001 certified**.

Recognized on a worldwide level, this certification guarantees a constant improvement of the quality, efficacy and efficiency of company procedures.

*The certification is a synonym of **trust, transparency and credibility**.*

BAREX ITALIANA WORLDWIDE

Present in over 20 nations worldwide
including USA, Japan, Russia and numerous
other major markets.

**Barex is an example of Italian excellence
exported to all corners of the globe.**





OUR BRANDS



JOC

Joy Of Care

Professional treatment programs for scalp and hair care, colouring and permanent products, as well as styling. A complete brand that offers smart products, created to offer tailor-made services, able to meet the needs of each client.



Permesse

Sublime Experience

The art of creating beauty using an **evolved chromatic technology** and **advanced treatment system**. The pleasure of performing a ritual which is pure bliss for the senses in terms of vibrant color, velvety textures and an enveloping signature fragrance. Permesse is the **premium salon ritual for an unforgettable emotion**.





[SUPERPLEX]

The most effective way to achieve the **desired blonde** you want, **without compromising** the fibre of the hair. The **bleaching products** are accompanied by **Care & Toning treatments** and **styling products**, specifically **made for blondes**.

UNIBLEND pure pigments

Concentrated and pure pigments.

A colour range consisting of options that **can be mixed** with each other or with Barex products, to create a **very rich palette**.



ORO DEL MAROCCO

An ideal line for damaged, chemically treated, hard to control and frizzy hair, Oro del Marocco takes care of hair through a complete range of treatment and styling products formulated with **certified organic Argan and Linseed Oils**.

The results are extraordinary: hair instantly gains strength, softness, body and shine.





ORO DI LUCE

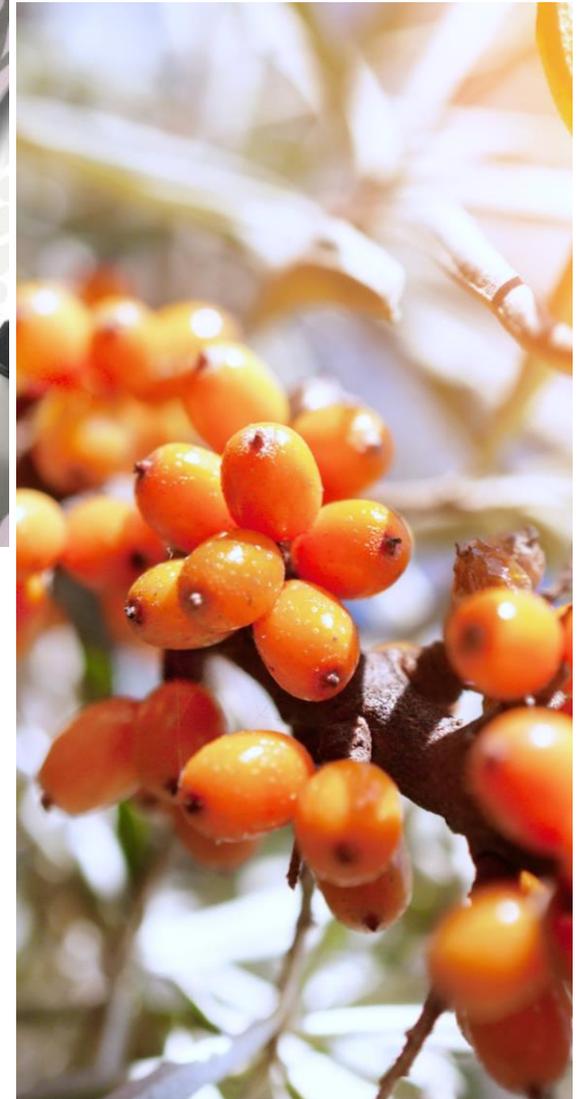
A complete line of **treatment and styling** products enriched with **Silk Proteins and Linseeds** for hair **infused with luminosity**. Ideal for all hair types, particularly indicated for dull, opaque, fragile and weakened hair.

Hair immediately acquires a **silky feel, extraordinary shine and becomes smooth and easy to comb.**

contemporà

ITALIAN PROFESSIONAL HAIRCARE

No matter what the hair type or which hair care need, Contemporà is the guarantee of a **surprising and immediate visible result**. Thanks to the advanced formulations that feature balanced blends of **Seaberry Oil** and other **precious natural oils**, hair structure is revolutionized: the shaft is totally **smoothed** and becomes an **ultra reflective surface** to achieve the highest level of shine.



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