

# ARTEGO

artexo  
CARE FOR BEAUTY

## MAKE THE DIFFERENCE, WITH CARE. ALWAYS

### A PEOPLE STORY THAT HAS BEEN GROWING SINCE 1998

Solid, fresh, dynamic, passionate: our growth is fertilized by the love for our clients, since Artègo has always meant quality, formulative innovation and the highest performance of products and services and our customers have rewarded us. An endless Passion for our journey through Beauty.

### THE BEAUTY JOURNEY

We will not talk about our products, but about our attitude and perspective, about our commitment to make the salon grow healthy and dynamic in an increasingly competitive environment and we focus on our clients and their salons. We would like to share our beauty journey taking you into the golden rectangle

of our logo – our world in a nutshell that with its simplicity and cheerfulness, represents and encompasses all our values, for our customers.

### CARE FOR BEAUTY IS OUR ANSWER

Think about the best things in life: art, nature, music, haute couture, books, movies, theatres... Beautiful things reveal the Care, the talent and the passion of who created them. Care is our pivotal value, quality and beauty revolve around it. It is the expression of a desire and a vision of the world that we put into our products and services, in the salon as a place of hospitality and professionalism. We think that without care, love, passion and knowledge it is not possible to create beauty. We think that Care, respect and health are the fundamental conditions to make the hair beautiful and achieve the best performances. Our mission is: wellbeing, life, self-esteem, beauty enhancement through Care.

### ABOUT US

**Company Name:**  
Unicompany S.p.A

**Company Address:**  
Via Pontina Vecchia km 33,600  
00040 Ardea (RM) - Italy

**Website:**  
www.myartego.com

**Founded in:**  
1998

**CEO | Founder:**  
Mr. Francesco Bandiera

**Main Brands:**  
Artègo

**Main Export Destinations:**  
Europa, North America, Middle East,  
North Africa, Oceania



### OUR MARKETS

We sell throughout importers and distributors in more than 40 foreign markets: EU, North America, Australia, Turkey, South Africa and Marocco, alongside the best middle-east markets. We have a strong interest in the North American market and we look at emerging markets such as Central and Southern American ones as well. We are travelers: beauty is our journey, and the journey itself is our destination. We're moved by the yearn for constantly exploring and interpreting its mood with ideas, products, styles and places. With Care, passion and professionalism.

### OUR DRIVERS

- **RESEARCH AND INNOVATION** are a constant for us, not only in the formulations, but in shapes, colors, materials.
- **TRAINING GUARANTEES THAT KNOWLEDGE** is shared, thus contributing to the professional and business growth of the salon.
- **EXCELLENT PARTNERSHIP** Since we choose the best, in every area of our activity. We develop our "modus operandi" with research institutes, best suppliers, professionals, high level consultants that best interpret our needs and those of our Customers.
- **SOCIAL RESPONSABILITY** Because the company is not a machine, but has a leading role in society.

It creates job opportunities, social growth and has a positive impact on the surrounding community and environment.

It is a stimulus and a commitment to protect Beauty in all its expressions, from natural places to ancient residences, to the arts and the artifacts which mark the history and spirit of our beautiful country. Actions that express our belief: companies can go further, supporting projects and community initiatives. One of our important initiative is supporting FAI "Fondo Ambiente italiano" (Environmental Italian Fund). As a Golden Membership Donor, it fulfills our spirit, our vision, our Care For Beauty belief. It represents an incentive for



### REASONS WHY

#### ■ CARE FOR BEAUTY, ALWAYS

■ **FOR ALL OF US at Artègo, taking care is a profound beauty gesture, and every form of beauty reveal PASSION, TALENT and GRATITUDE towards the world of those who shaped it. Our claim, 'CARE FOR BEAUTY' is the expression of a desire and of a vision of the world we want to bring back up in our ideas and in our projects**

■ **FOR THE SALON because it is a place of hospitality and professional growth. And outside, in people's imaginations. We like the idea of you sharing it with us, feeling like a part of this journey**

us, a commitment to safeguard beauty in all its shapes; we do not only ideally share this belief, but we support it with projects and concrete actions.

## STAR PRODUCTS

### Beauty Fusion

Phyto-tech color, up to 99% organic natural ingredients. One line for many services. Extraordinary, modern, ground-breaking collection made of 63 oil color shades mixable among them. All the line is completely FREE of COCAMIDE DEA, MEA and ADDED ALCOHOLS, replaced in the formulation by natural components, among which 100% Organic Zemea®, for a silky and soft final hair texture. No PPD or RESORCINOL added to the formula.

### Lola

your Beauty Color Mask. It is simple, quick, pleasantly scented, nourishing and illuminating. With LOLA the hair will shine of a new light, for a sparkling

beneficial from both a visual and a tactile point of view. For shiny and silky hair. 8 Wonderful Shades with: Vegetable Collagen (strengthening and restructuring effect), Hemp Oil (it revitalizes the hair and makes it radiant), Jojoba Esters (to improve the quality of the hair, replumping it) and Vegetable Glycerol (to hydrate and seal the hair).

### Touch Beauty Movement

Touch is a line of products designed to combine creativity, innovation and beauty.

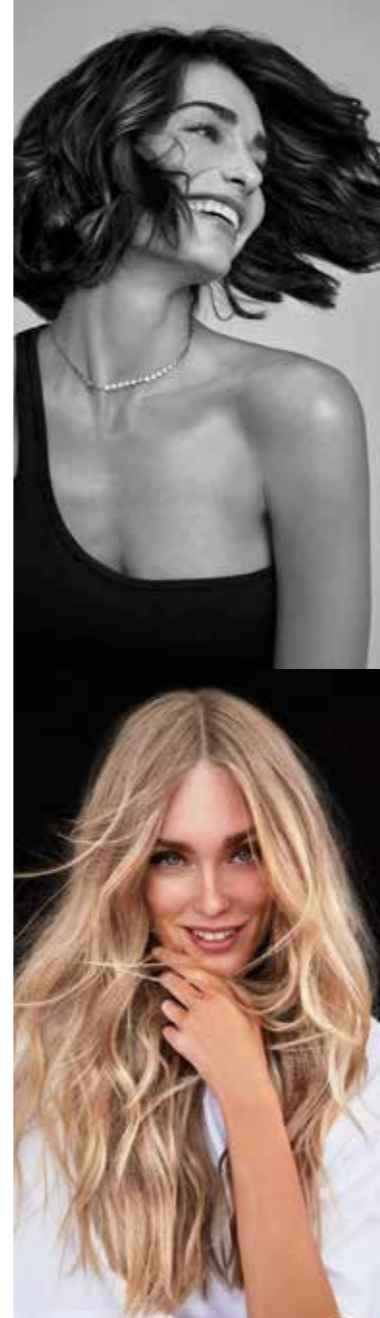
### Thermo Shimmer (care and protection)

Two-phase spray, with

medium strong hold and Brazilian Clay. It gives the hair texture and volume. For matt textures and a medium-strong hold, for flexible styles.

### New Good Society Metropolitan Greenery

A complete, dynamic, lifestyle line that makes you smile with results, wellbeing, hair beauty and captivating fragrances, to transform the hair instantly making it wonderful. A new way to live Beauty, through 6 families, inside and outside the salon, with people: they are their beauty accomplice, they smile with them and spread wellbeing all over. A line of metropolitan wellbeing with: micellar base for all shampoos, contrast to urban pollution and



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'WOW EFFECT'. LOLA is perfect to: boost your color and make it shine; refresh your color and make it uniform; correct or reduce undesired effects. LOLA has a natural reviving and illuminating effect on the hair color, and its action will prove to be

thermal protective and sealing action, with Veneto Green Walnuts. Extra thin spray, for shiny and protected hair, without adding weight. For an illuminating, sealing and glitter effect **Be Matt** (beauty enhancer): professional matt effect wax with

blue light, 27 natural and botanical active ingredients and advanced formulative technologies, biodegradable up to 93.5%. Discover more about the families on [www.myartego.com](http://www.myartego.com) and on Artègo official social media channels.

ALL THAT YOUR SALON NEEDS TO BE UNIQUE  
ALL THAT YOUR CLIENTS NEED TO BE SATISFIED

BEAUTY FUSION	EASY CARE T BALANCE	GOOD SOCIETY	PARAMETER T	SUMMER BEAUTY
LOLA	EASY CARE T CLARITY	IT'S COLOR	PRETTY CURL	TOUCH
DECO BEAUTY	EASY CARE T DREAM	YOUR MAGIC	RAIN DANCE	YOU UP2
	EASY CARE T RESCUE	MULTIPLEX	STRAIGHT LINE	