



CARE FOR BEAUTY

THE REASON



It's like when you wake up in the morning filled with good energy and will: that's because you have a reason, a purpose. Ours is taking care of beauty and creating proposals that can give you tools, ideas, fundamental knowledge and incentive to add value to your work, to your talent, to your salon.

This is our way of giving sense to the beauty journey we started: a journey filled with experiences, knowledge and sharing. A journey through the beauty that enriches us, as persons and as professionals.

We will not talk about our products, but about our attitude and perspective, about our commitment to make your salon grow healthy and dynamic in an increasingly competitive environment. And we focus on you, your clients, your salon.

We would like to share our beauty journey with you taking you into the golden rectangle of our logo - our world in a nutshell - that symbolizes your uniqueness and your talent with it's elegant candor.

So that this journey can make every day better.

FRANCESCO BANDIERA
CEO Unicompany SpA

YESTERDAY TODAY TOMORROW

A CREATIVE ACT, A BUSINESS CHALLENGE

It's 1998. A group of experts in the field of professional and international hair care chooses to give life to a Made in Italy quality entrepreneurial project.

THE JOURNEY BEGINS

The brand "Artègo" was established gathering expert knowledge and skills: a project aimed at training and promoting the creative and technical talent of hairdressers, as well as their artistic personality; giving space to artisanship and formulative innovation; listening to salons needs and stressing the Italian origins of its beauty tradition.

THE JOURNEY CONTINUES

Since then, the company continued its journey, growing constantly. The brand is today sold in 52 different countries all over the world; we are moved by the yearn for creating beauty and constant exploration, always committed to supporting its loyal hairdressers by growing their businesses and professionalism.

Artègo faces its future with dynamism, curiosity, bravery, and looks towards its horizon together with whomever believes in the universal value of beauty; that same value that guides us in the care and consideration for Nature, People, Things.



The challenge
of Artisan
Quality

Italian Talent
for Beauty

The Salon
The Hairdresser
The Clients

ARTÈGO FOR YOU, WITH YOU

SOME ARE TOURISTS. OTHERS ARE TRAVELERS.
WE ARE TRAVELERS.

We are today and will be tomorrow.
Because beauty is our journey, and the journey itself is our destination.

BEAUTY is a flux, it evolves like habits, needs, and attitudes do, and it gets fueled by creativity and innovation. We want to interpret its mood with ideas, products, styles and places.
With care, passion and professionalism.

We never lost the artisanal spirit we had at the beginning, and that same resolution helps us today in preserving the taste of quality and excellence, keeping on nurturing our people and developing the best formulations with the help of phyto-technology.

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.
In the salon, because it is a place of hospitality and professional growth.
But also outside, in people's imaginations.
We like the idea of you sharing it with us, feeling like a part of this journey.

We want to support you and accompany you.
You are protagonists, you are travelers as well.

Join us



OUR VISION

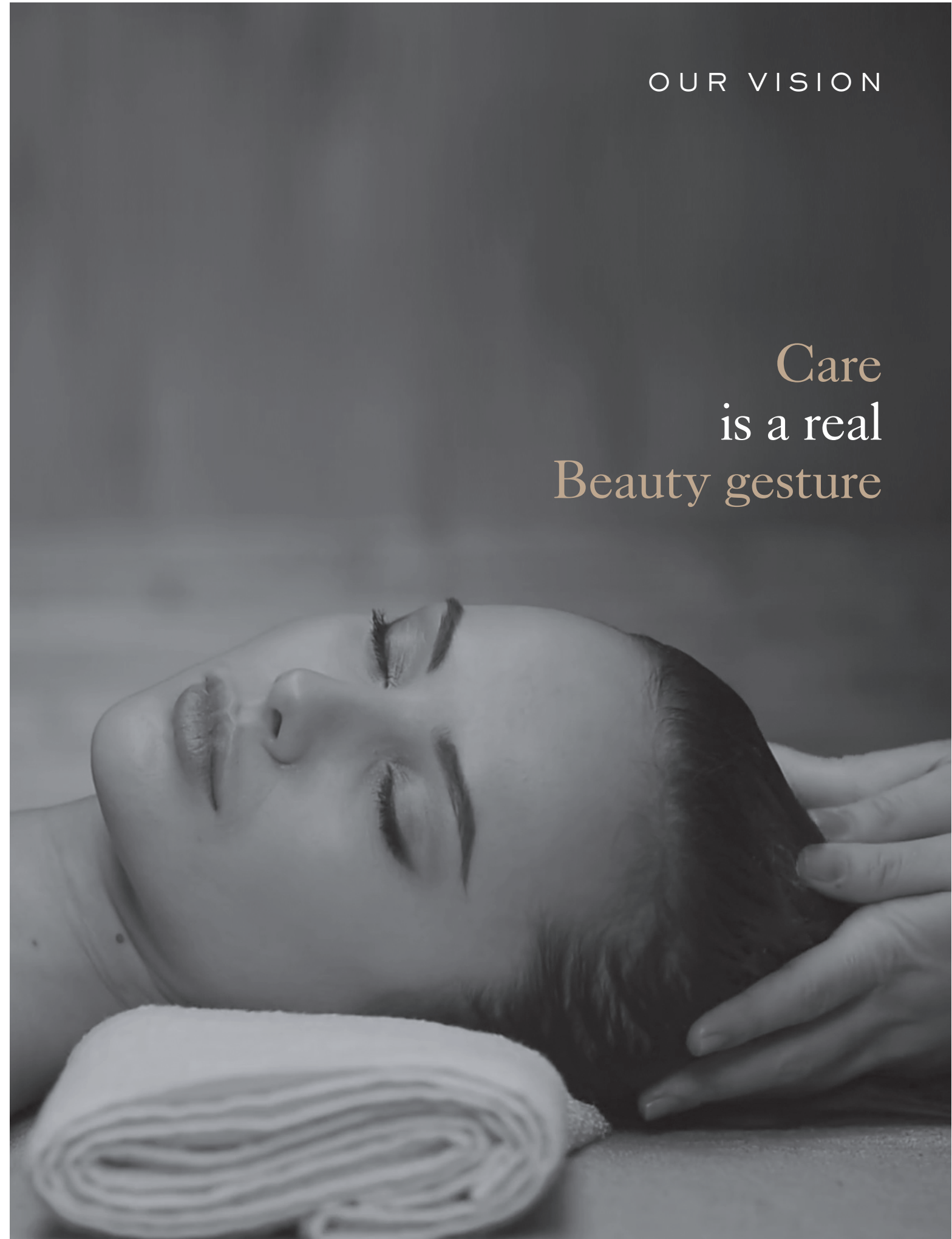
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CARE FOR BEAUTY

THINK ABOUT THE BEST THINGS IN LIFE
ART, NATURE, MUSIC, HAUTE COUTURE,
BOOKS, MOVIES...

BEAUTIFUL THINGS REVEAL THE CARE,
THE TALENT AND THE PASSION
OF WHO CREATED THEM

OUR VISION

Care
is a real
Beauty gesture



OUR MISSION

DO YOUR BEST SO THAT YOUR CUSTOMERS
ARE LOYAL AND SATISFIED

feeling that you take care about their beauty and well-being

SO THAT YOUR SALONS GROW

thanks to advanced and innovative products and training, incentives, new ideas and development opportunities

THROUGH YOUR ENHANCEMENT

in which we believe, in which we invest

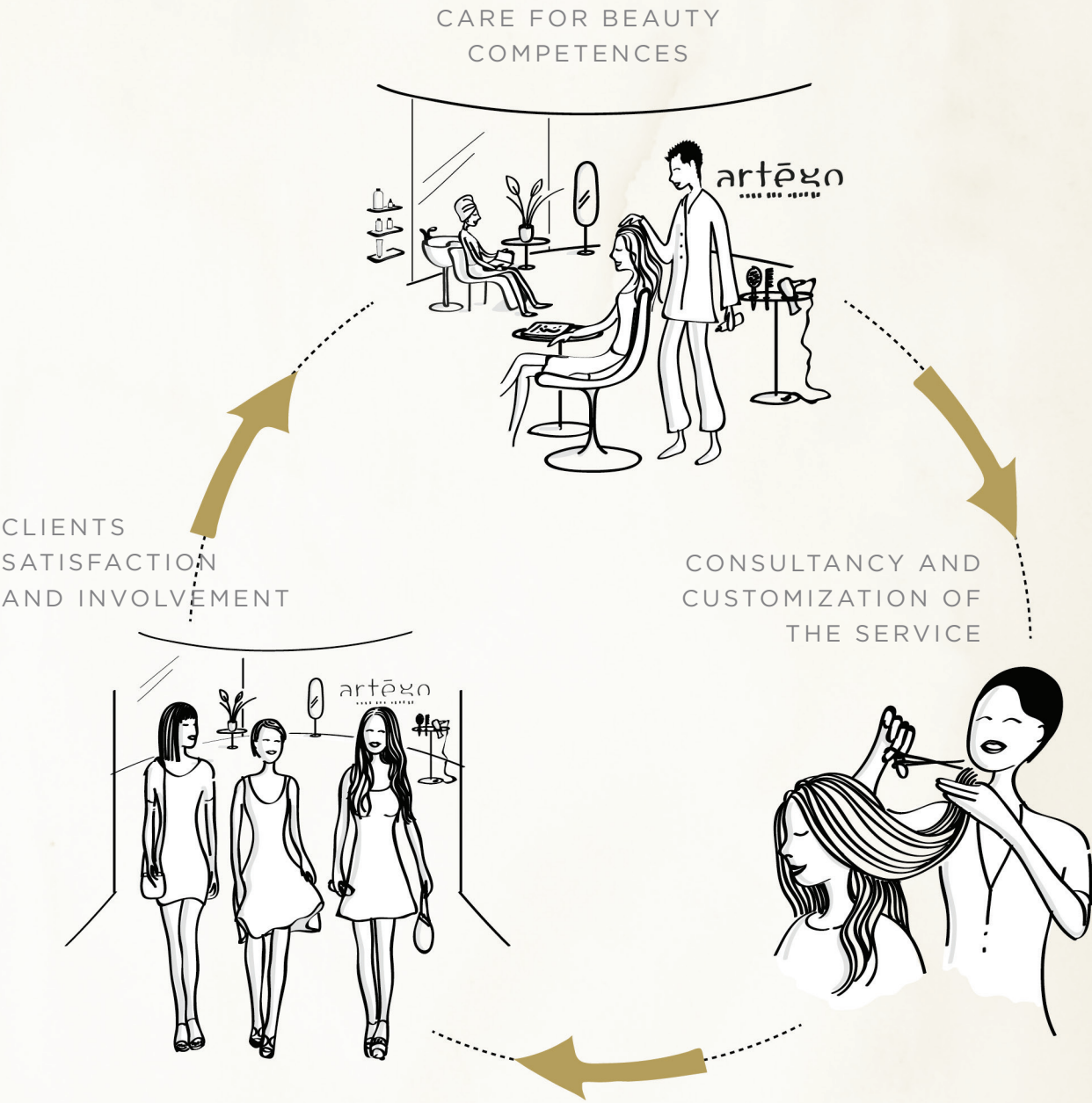


HOW WE CREATE VALUE FOR THE SALON
THROUGH CLIENT SATISFACTION

THIS IS OUR VIRTUOUS CIRCLE

AN EXPERIENCED CREATIVE HAIRDRESSER:
YOU A SALON FOR CARE, BEAUTY AND WELL-BEING:
GIVING CUSTOMIZED SATISFACTION
TO YOUR CLIENT, EVERY DAY

HOW WE CREATE VALUE FOR THE SALON
THROUGH CLIENT SATISFACTION



A New Way to
Create Salon Success

OUR MODUS OPERANDI

WHAT'S BEHIND BEAUTY

KNOW

Knowledge triggers creativity:
thanks to training and studying we face new challenges, thread new paths.
Because research cannot stop.

KNOW-HOW

Experience, professionalism:
these are resources that root in the past, constantly updated so that your ideas
can turn into beauty gestures

KNOW BETTER

Care, talent, passion:
these elements ensure results that meet clients' highest expectations, thanks to your special touch.
Respecting Nature. Respecting People.

KNOW TOGETHER

Listening and communication:
we would like our knowledge, experience, passion, to become a common asset
for all our travel companions

OUR MODUS OPERANDI

Know
Know-how
Know better
Know together



OUR DRIVERS

WE FEEL THAT NATURE IS LIFE
ENERGY, VALUE
CARE, BEAUTY

PHYTO-TECHNOLOGY

We obtain **the best technical and beauty results** balancing natural elements (always present in our formulations):

NATURAL AND ORGANIC INGREDIENTS, effective and sustainable
ACTIVE SCIENTIFIC PRINCIPLES originating from scientific research.

Our R&D Laboratory works in synergy with the best professionals and most advanced **Universities** in terms of **Cosmetology and Trichology**, to develop products that :

- respect the scalp and the hair structural integrity
- add active substances to care for the hair

allowing the hairdresser TO OBTAIN THE MAX SINERGY OF :

- CARE AND RESPECT FOR THE HAIR
- COSMETIC BEAUTY
- TECHNICAL SUCCESS
- GLOBAL PERFORMANCE BEST RESULTS

OUR DRIVERS

Phyto-Technology



Zantoxilum alatum
famiglia delle Rutaceae

OUR DRIVERS

RESEARCH, INNOVATION, TRAINING

RESEARCH AND INNOVATION ARE A CONSTANT FOR US

Not only in formulations, but in shapes, colors, materials.

TRAINING makes shared experiences possible, contributing to professional and business salon's growth.

EXCELLENT PARTERSHIPS

WE CHOOSE THE BEST, IN EVERY FIELD OF OUR ACTIVITY

We share our modus operandi with research institutes, suppliers, high level professional consultants to interpret ours and our customers' needs.

SOCIAL RESPONSIBILITY

A COMPANY IS NOT A MACHINE, BUT HAS A LEADING ROLE IN SOCIETY

it creates job opportunities and social growth.

We think that companies can go further, supporting projects and community initiatives. We think that all matters, even a little. Because giving is rewarding.

FAI SUPPORT- FAI stands for "Fondo Ambiente italiano" (Environmental Italian Fund), and as a Golden Membership Donor it fulfills our spirit, our vision, our CARE FOR BEAUTY belief. It represents an incentive for 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.



OUR DRIVERS

Research & Development
Innovation, Training
Excellent Partnership
Social Responsibility



OUR BELIEFS

PEOPLE
MAKE THE DIFFERENCE IN A SHARED JOURNEY

RESPECT
IS THE FOUNDATION OF OUR RELATIONSHIP
WITH PEOPLE, WITH THINGS, WITH THE WORLD

OPTIMISM
IS THE MAIN INGREDIENT IN EVERY JOURNEY
AND OF EVERY SUCCESS

OUR BELIEFS

People
Respect
Optimism

OUR GOLD RECTANGLE



OUR DISTINCTIVE SIGN
THAT MAKES ARTÈGO SALONS DIFFERENT

THE GOLD RECTANGLE OF OUR LOGO REPRESENTS
OUR PROJECT FOR A NEW SALON CONCEPT

A PLACE OF PROFESSIONAL **GROWTH**
THANKS TO A CONSTANT TECHNIQUES,
TRENDS AND PRODUCTS UPDATE

A **VALUABLE PLACE** OF CARE, BEAUTY AND WELL-BEING
COSY AND INTIMATE
THE SUMMARY OF OUR MISSION
OF OUR MODUS OPERANDI
OF OUR DRIVERS AND VALUES

OUR GOLD RECTANGLE



Inside Artègo Salons

Competence for

Care

Beauty

Wellbeing

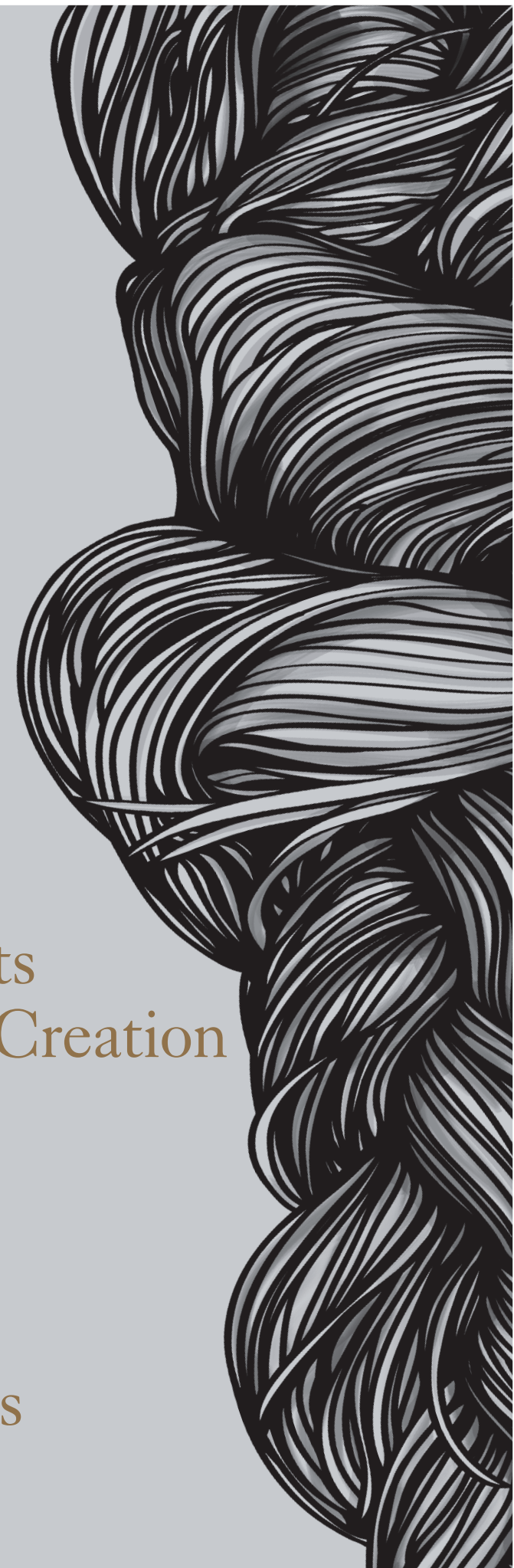
YOUR DISTINCTIVENESS

THE HAIRDRESSER IS A BEAUTY ARTIST:
EACH HEAD, EACH PERSON IS UNIQUE

THE HAIRDRESSER WORKS WITH VALUABLE ARTISAN SKILLS,
AWARE THAT HIS HANDS, TALENT, KNOWLEDGE...
CAN CONVEY EXPERIENCE, PASSION, TASTE.

THIS BRAID, HAND DESIGNED BY AN ARTIST,
WITH A CAREFUL CAPABLE BRUSH, SYMBOLIZES
YOUR PROFESSIONALISM: THE PERFECT SYNTHESIS
BETWEEN ART, MANUAL SKILLS AND IMAGINATION,
AIMED AT CREATING BEAUTY.

The braid represents
our idea of Beauty Creation
It is the sign that
differentiates
our Haidressers
your Art
your Distinctiveness



GREEN IS OUR FUTURE

GREEN IS OUR FUTURE

ENVIRONMENTAL SENSITIVITY

WE PROMOTE AND OPT FOR RESPONSIBLE ATTITUDES
TO REDUCE THE ENVIRONMENTAL IMPACT

- we use renewable energy plants
- we reduce unnecessary packs manufacturing
- we choose tools and furniture that are beautiful, smart, reusable and fun
- we use FSC paper, sourced from responsibly managed forests

We support initiatives that take care of the beauty of the world



100%

GREEN ENERGY GENERATED BY RENEWABLE ENERGY PLANTS



PAPER

FSC PAPER SOURCED FROM RESPONSIBLY MANAGED FORESTS



REDUCE REUSE RECYCLE

SMART ACCESSORIES - DÉCOR, DESIGN, DURABILITY, RE-USABILITY

A Wonderful Green World



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