

# SOCIETA' COSMETICI (SOCO)

SOCO

## > Supply Chain

Marketing and Distribution

## > Cosmetics

Beauty Salon Products and Equipment / Cosmetics, Skin care & Fragrances / Hair Products & Equipment / Natural & Organics



## > More about SOCIETA' COSMETICI (SOCO)

**Soco S.p.A.**, seated in Torino, Italy, has been operating in the beauty industry for over 50 years with its **two divisions for the professional and the retail markets**. With a predominant specialization in haircare Soco offers a complete range of top quality products widely distributed in Italy and abroad.

Soco's professional division, thanks to its intense activity in research & development, has always guaranteed technological solutions for the most sophisticated needs of the hairdressing salons and their clientele.

Soco's professional experience means great advantage for the consumer division as well : products for beauty shops, perfumeries, super & hypermarkets can be featured the same way by the best quality standards for targeting the most demanding clientele. As a matter of fact high quality has allowed Soco, along the years, to achieve for its products extremely high reputation in the market. Especially its no gas hairsprays and some other haircare items, today are listed among the domestic retail market leaders.

Each division includes its own range of specialized brands.

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**Axenia** (haircolour & technical products), **Biomed Hairtherapy** (specialized treatments for hair and scalp) and **SoOne** (washing, conditioning, styling & finishing products) are sold in the professional market of the hairdressing salons. These products are also widely exported abroad offering professionals all the necessary technical and fashion tools for enhancing their creativity.

Three main specializations for Soco in this field :

- haircolor in all its variations with formulations containing pigments of the latest generation for three-dimensional color effects and cosmetic components giving extra shine and softness;
- specific hair & scalp treatments containing exclusive blends of organic plant cell waters;
- ecofriendly styling and finishing products to be combined with shampoos & conditioners formulated with natural ingredients also favouring the desired style effects.

The consumer division, instead, includes three haircare brands, namely **Cielo Alto** (hair styling & finishing products), **Keramine H** (complete range of tints and hair treatments), **Natural Magic** (haircolour shampoo products) and two skin care brands, **Topexan** (dermo wash & treatment products for impure skins) and **Salba** (retail face & body beauty products). Most of these retail lines play a major role in the Italian market today meeting the needs of a medium-high range of clients.

**Since its start in the market in 1969 Soco has privileged more natural fashion styles and favoured a safer approach with the environment. By developing the first no gas hairspray formulations ever manufactured in the world Soco has definitively pioneered in the field of sustainable products.**

Among such proposals special mention goes to the brand - new **KH BIO - line of shampoos and conditioners certified 100% natural and in recycled packaging**. This is the result of Soco's perfecting the use of natural ingredients combined with technology for less environmental impact and safer life styles.

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All ranges are implemented every year with new products and services, according to the latest seasonal trends. New colour proposals, as well, are periodically made available, especially for the professional market. Colour and cut techniques are also developed by Soco's artistic team as part of the educational program that every year offers qualified training courses to the professionals using Soco's products.

Special training sessions are also made available for the distributors' staff.

Marketing assistance is also provided for customizing all the available communication materials.

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