

# PREVIA

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NATURAL HAIRCARE

# PREVIA<sup>®</sup>

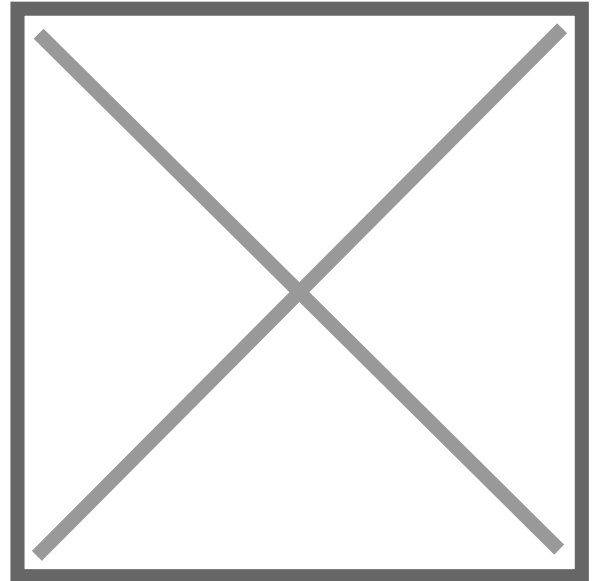
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## > Supply Chain

Manufacturing

## > Cosmetics

Cosmetics, Skin care & Fragrances / Hair Products & Equipment



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## > More about PREVIA

Previa is an Italian company for professional hair products.

It was born in Turin in 1990 and its know-how is based on years of experience in the field.

In 2016 Previa decided to revolutionise itself focusing on protection of the planet and human health.

Products with increasingly more natural formulations, devoid of surfactants, aggressive preservatives, petroleum derivatives and artificial colorants; ingredients deriving from a guaranteed production chain and processed without using chemical substances.

Certified organic and biodynamic active principles in products are extracted and mixed with innovative patented technological processes in the respect of man and the environment surrounding us.

Every product is enriched with enveloping and delicate fragrances, inspired by nature to turn its use into a unique experience.

Ecological packaging with low environmental impact. Bottles are made with green polyethylene obtained from 100% vegetable "non-gmo" sugarcane and fsc certified paper.

Previa's catalogue includes several retail lines aimed at meeting the needs of all hair types.

In addition it offers specific products aimed at professional use in salons.

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## > Contacts

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**Spoken Languages** English, French, German, Italian,  
Portuguese

