

PRIVATE LABEL

“The secret to our success – explains Stefano Dionisi, CEO - consists in offering our clients a complete service: from the research of the ingredients to the development of the graphic design, from production to packaging. Our work does not end once the product has been delivered. We believe that our clients are our business partners, so we continue to stand by their side, thanks to our talented and expert technicians who also offer training courses and shows. Our company is capable of personalising any product in the world of hair care: colours with and without ammonia, treatments and styling.



STAR PRODUCTS

Tecnic Tinture (1)

The Envie Tecnic formulation satisfies your client's desire for beauty. With low ammonia content, thanks to the innovative micro-molecule colouring system, it guarantees unsurpassable performance, brilliance, and rich conditioning results. The pigments are deposited deep in the hair, allowing the colour to last longer.

Raywell Ten-In-One (2)

A new concept in hair treatments that revolutionises the world of hair care. 10 benefits in a single product guarantee soft, silky, shiny hair while protecting hair health. All this with one simple gesture and without rinsing.

Raywell Women's Bio Anti-Hair Loss Treatment (3)

An anti-hair loss system formulated specifically for women, rich in green tea and Japanese camellia. As part of the extensive Raywell Bio range, it is entirely formulated with botanical cosmetics and boasts more than 20 references on the market.



Raywell Bio Hair Color (4)

The best of protection now also offers the best in colour. Color/Plex is a formula that, thanks to the synergy between natural ingredients and cutting-edge technologies (the CUTICLEX molecule), it prevents damage to hair by protecting it from external agents and safeguarding its structure and the scalp. A range of brilliant colours for hair that's twice as strong.