

Where beauty meets innovation

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## COMPANY PRESENTATION

# AN ITALIAN SUCCESSFULL STORY



Established in 1982 in Varese in the heart of Europe, H.S.A. is the Italian beauty company with a deep expertise in the production and sale of avant-garde hair and skin care products.



Founded by the Zanzi family with the aim of developing an important expertise in hair color, today H.S.A. has extended its business to care products for hair, face and body products, becoming the ideal marketing partner for companies that desire an innovative 360 ° approach to beauty.



# OUR VISION, OUR FUTURE



We want to be the most desired cosmetic company for the ability to connect customers with their dreams through pioneering product concepts, formulas, design and an unexpected full service offer, accompanying our brands to their transformation into loved and successful ones



# OUR MISSION



We design haircare and skincare concepts and product lines dedicated, enabling each customer to be unique and distinctive in its own market and assuring a constant growth.

Thanks to a thirty-year international experience, we deliver quality, creativity to inspire profitable beauty concepts.

# OUR VALUES IN THE WORLD



## BRAND DEVELOPMENT

We believe in intense and effective relationships with our customers who we consider to be true partners. Therefore, we do not consider ourselves only as product manufacturers, but we offer a complete service to create value for our brands: from the study trends and strategic marketing proposals to the research, development and realization of unique products.

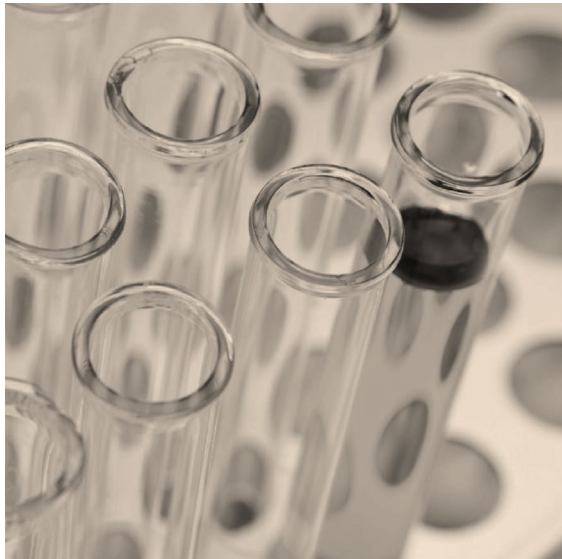
# SCIENCE & STYLE

We build and support our brands with quality strategies and products that arise from the constant synergy between science and style: internal research and development laboratories constantly study the most innovative cosmetic trends, the marketing division, packaging and product development are inspired by design, creativity and Italian style. Pioneering technology and vision, together with the culture of beautiful create original and attractive products..







# FAST VALUE/SUPPLY CHAIN

Almost 40 years of partnership in 90 countries, a wealth of about 1000 haircare and skincare formulas and an excellent know-how in the development of packaging and finished products are an important strength of our company, capable of responding promptly to the market needs.



90   COUNTRIES

1000     FORMULAS





# OUR NUMBERS TO GROW



50,000 mt<sup>2</sup> divided into two modern plants located in the province of Varese: 55 km from Milan-20 km from the highway-35 km from Malpensa International Airport

4 laboratories: R&D Haircare, R&D Skincare, Quality control, Production.

Production plants divided according to the type of product.

Dedicated commercial and customer care teams  
Strategic and operative marketing divisions.

50.000 MT<sup>2</sup> PLANTS



4 LABORATORIES



Our rigorous quality control ensures that all products comply with the standards required by our customers and comply with hygiene and health standards set by international law.

- ✓ Inbound control of raw materials
- ✓ Inbound control of packaging
- ✓ Online Inspection of production, filling and packaging
- ✓ Check and testing on finished product
- ✓ Stability, compatibility and functionality test

## QUALITY CONTROL



# OUR FAMILY BRANDS



**Nouvelle**  
new generation

[nouvellecolor.com](http://nouvellecolor.com)

**ESLABONDEXX™**

[eslabondexx.com](http://eslabondexx.com)

**Silky**  
TECHNOBASIC

[silkycolor.com](http://silkycolor.com)

**GUUDCURE**

[guudcure.com](http://guudcure.com)



HAIR  
STYLE  
BEAUTIFUL



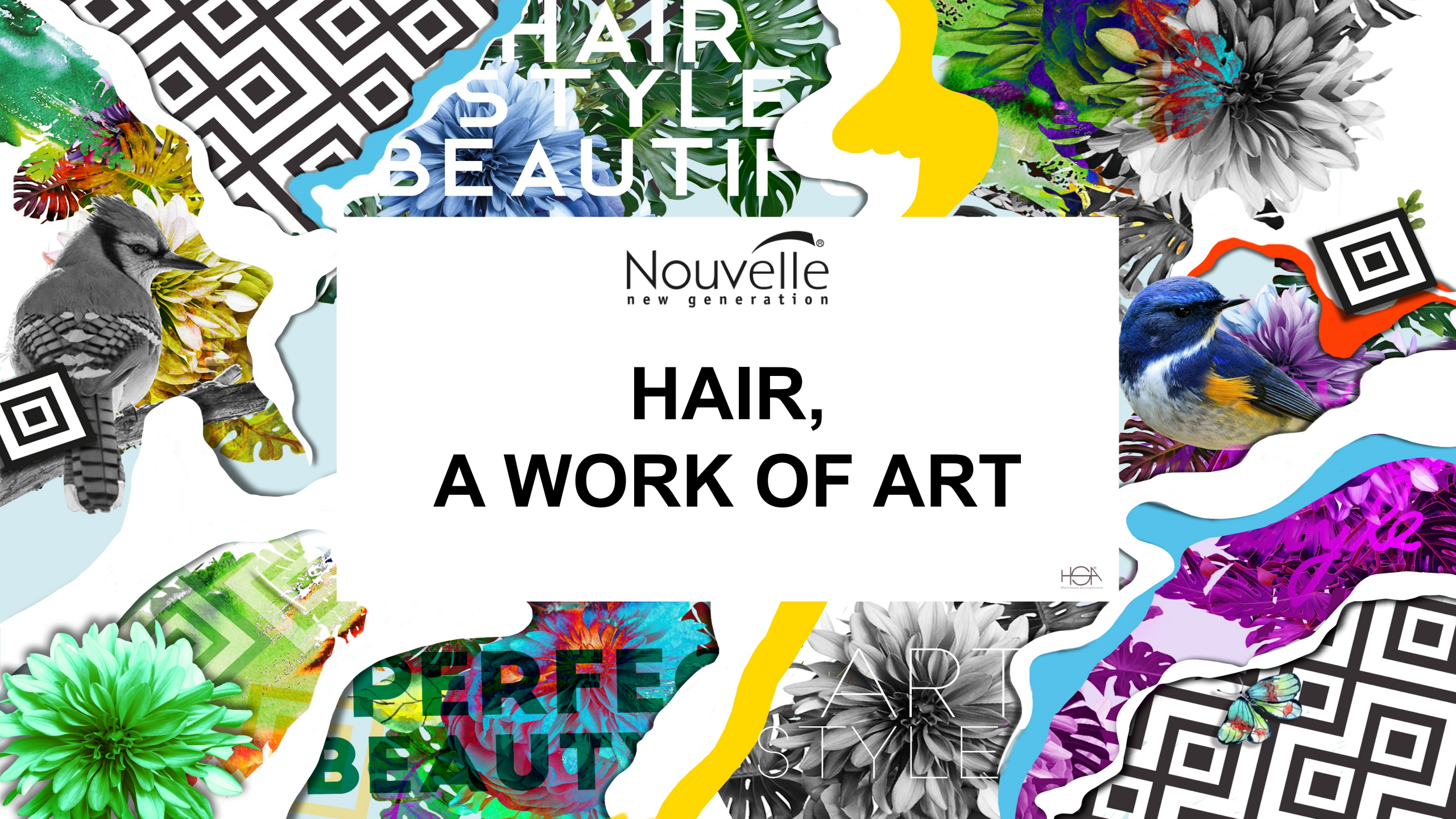
Nouvelle<sup>®</sup>  
new generation

HAIR,  
A WORK OF ART

HCA  
www.hca.com.au

PERFECT  
BEAUTY

ART  
STYLE





HAIR  
A WORK  
OF ART

**Nouvelle** is the brand that wants to inspire hairdressers from all over the world with quality products, innovative cosmetic technologies and a new exuberant image to

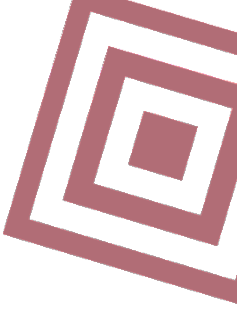
**.... EMERGE AS NO ONE!**

# HAIR, A WORK OF ART

The soul of the new Nouvelle is contemporary, colorful, in its DNA we find fashion and design details, but all this is never an end in itself. The exuberance and originality of the new image, in fact, find a solid foundation in the critical interpretation of different artistic periods, cultural movements, painters and creatives who have expressed their concept of color and beauty.

**Nouvelle is art**, conceptual cubism, or pop disorder, digital graphics or street art, fluid color or geometric rigor. The result of this powerful synergy is a vigorous, disruptive brand that combines product quality with a strong aesthetic personality for an important goal: inspire hairdressers of all over the world and allow them to stand out and make uniqueness their fundamental value.

# BRAND VALUES



## RESPONSIVE

1. Nouvelle is a brand that responds to the needs of a very large target group. Thanks to the completeness of the offer and the basic price positioning, it can meet the needs of the younger and exuberant customer as well as those of the mature customer who wants a quality product and treatment.

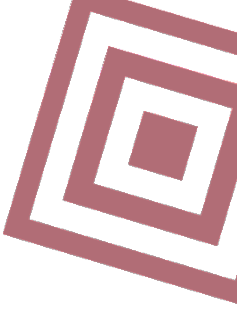
## EASY & PERFORMING

2. The products and protocols are easy to understand and use. Everything is designed to create the best conditions for hairdressers in order to work comfortably, while guaranteeing for themselves and their customers high performance.

## DEMOCRATICALLY FASHION

3. The Nouvelle hair stylist is contemporary, always up-to-date with recent trends, yet interpreted in a personal way. Depending on the customer who is welcomed, the hairdresser is able to offer eccentric or more contained styles, but always with a look at the fashion world, without limiting such proposals to exclusive and limited choices, but remaining democratically open to the most varied demands.

More than 15 lines of colors, styling and treatments for an amazing customer experience in your salon or at home.



<p>color effective new metallum touch paint bang lively color effective BLONDE</p>	<p>espresso time</p>	<p>shape</p>	<p>play it straight</p>	<p>color glow</p>
	<p>double effect</p>	<p>curl me up</p>	<p>body booster</p>	<p>every day</p>
	<p>kapillixine</p>	<p>sani habit</p>	<p>simplyman match</p>	<p>re-styling</p>



nouvellecolor.com





ESLABONDEXX™

THE PIONEERING  
TREND-TECH LINE

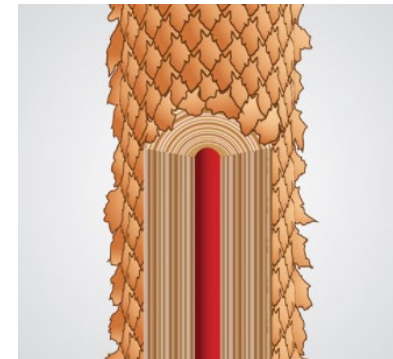
# THE PIONEERING TREND-TECH LINE

A high technological content is at the base of ESLABONDEXX. **Protection and therapy** are the "common thread" uniting the entire line, but in synergy with a highly creative and original approach as regards packaging and image. A pioneer line, which promotes technological and stylist trends for a sophisticated customer who likes to explore all the fields but pays special attention to care and health. A creative woman, aware, curious and willing to spend a little more to receive a unique service, that lets her stand out.

# INNOVATION HAS NEVER BEEN SO FASHION: PLEX FORMULA

ESLABONDEXX is one of the first brands to patent a concept for the plex formula, a blend of active ingredients designed to protect hair against the damage caused by chemical treatments in salons, whilst also helping damaged hair to heal.

Moreover, the rich blend of natural active ingredients with nourishing action, together with polymers, precursors and amino acids, penetrate more easily into the hair thanks to NIOSOMA\*, keeping hair moisturized, repairing damaged areas, and developing a protective film around the hair stem.



DAMAGED HAIR



HAIR AFTER  
ESLABONDEXX TREATMENT

\*NIOSOMA is an innovative delivery system allowing a deep penetration of the product into the hair cortex, achieving the desired results.

# BRAND VALUES

The products are designed with a high technological content thanks to advanced complexes of active ingredients and tested efficacy. The outstanding scientific aspect does not preclude a pioneering soul also in terms of image and packaging.

TREND TECH

The beauty of Eslabondexx is aesthetic and style, but it is also a good beauty, which does not leave aside hair care and protection.

GOOD BEAUTY

Hairdressers and end-consumers need to receive a unique, clear and effective message. This is why Eslabondexx makes rationalism, clarity of content and formulation strictness its philosophy.

EMBRACING RATIONALISM

# PRODUCT LINES



SYSTEM



COLOR



BLONDE CARE



CLEAN CARE



STYLING

[eslabondexx.com](http://eslabondexx.com)

GUJDCURE

THE ITALIAN CLEAN  
BEAUTY BRAND





# THE ITALIAN CLEAN BEAUTY BRAND

Guudcure is the skincare brands that combines HEALTHY AGEING and CLEAN BEAUTY philosophies. The combination of products and lifestyles enabling a natural and healthy ageing process and the use of “clean” products, with ingredients that pose no hazard to human health nor the environment, makes GUUDCURE the good care for skin.



# PRODUCT LINES

**age**  
BALANCE

AGE BALANCE, the latest generation cosmetic range, relies on PRE & PROBIOTICS to maintain optimal skin balance, whilst the other active ingredients deliver a lifting and restorative effect.

SANI HONEY is the complete detoxifying, hydrating and sanitizing line for face, body and hair, totally conceived in Italy. The 8 products are formulated simply and cleanly, without using SLS/SLES and parabens.

**sani**  
honey

**make**  
YOU

MAKE YOU is the make-up line of Guudcure. The extreme richness of textures is combined with delicate ingredients in 8 fantastic products, for a safe and perfect make-up, but light as a plume!

[guudcure.com](http://guudcure.com)