



ITALIAN
Cosmetic
EXHIBITION

23 - 24 January 2019
Mandarin Oriental Kuala Lumpur



The logo for the Italian Trade Agency (ITCA) features the letters 'ITCA' in a bold, serif font. The 'I' and 'T' are green, while the 'C' and 'A' are red. To the right of the letters is a black circle containing a white stylized symbol that resembles a double-headed arrow or a pair of wings.

ITCA

ITALIAN TRADE AGENCY



COSMETICA ITALIA

the personal care association

MESSAGE FROM TRADE COMMISIONER

It is a great pleasure to welcome all of you to the first edition of the Italian Cosmetic Exhibition 2019.

Italian cosmetic products are recognised throughout the world for their quality, innovation and 'Made in Italy' excellence. Beauty Made in Italy aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the world.

This is the first time we are organising an Italian Cosmetic exhibition in Malaysia. This 2-day exhibition features 16 beauty and cosmetic Italian manufacturing companies showcasing their cosmetic products ranging from hair care, skin care, colour cosmetic, fragrances, soaps and shower gels, sun care and much more. This initiative is designed to showcase the innovation and excellence of Italian Cosmetic manufacturing companies specifically designed for the ASEAN countries and distributors from, Vietnam, Singapore, Thailand, Indonesia, Brunei and Malaysia.

Malaysia beauty and cosmetic total import is worth USD\$ 1 billion. Italian exports of cosmetics to Malaysia is growing steadily approximately 5% each year, making the Southeast Asian nation the 57th largest importer of Italian cosmetics (out of 177 countries considered by the Italian National Institute for Statistics).

We seek to create business opportunities and increase foreign investment for both Italy and Malaysia. For centuries, Italy has been known the world over for its limitless creativity and cutting edge aesthetic, exhibited in the superior products, tools, and designs that are created and manufactured there. As such, Italian beauty is synonymous with style, innovation, craftsmanship, and quality.





ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Office of the Italian Embassy

WHAT IS ITA

ITA, the Italian Trade Agency, is the government organization which promotes the internationalization of Italian companies, in line with the strategies of the Ministry of Economic Development. The Italian Trade Agency has the task of facilitating, developing and promoting trade and business relations between Italy and foreign markets – with particular attention to the needs of SMEs, their consortia and associations – and to support the export of goods and services “Made in Italy” to international markets.

The network, through its headquarters in Rome, an office in Milan and a global network of 76 offices in 65 countries, linked to Italian embassies and consulates, the Italian Trade Agency provides information, assistance, promotion, training and cooperation in the industrial, consumer goods and services sectors.

The Italian Trade Agency also assists and supports foreign companies that want to establish or expand business and trade relations with Italian companies or to invest in Italy.

Interested in investing in Italy?

This is the place to go: www.investinitaly.com

Foreign companies intending to learn more about Italian companies, products or services can visit: <http://www.ice.it/en/>





COSMETICA ITALIA

the personal care association

ABOUT COSMETICA ITALIA

Cosmetica Italia – the personal care association is the organization that represents the Italian cosmetics industry operating in both manufacturing and distribution. Its over 500 members account for more than 95% of the turnover generated by the Italian cosmetics industry and are particularly focused on the “culture of wellness”. The turnover in 2017 exceeded 11 billion Euros, reaching 15 billion Euros with the entire chain.

Since 1967 Cosmetica Italia has been partnering with Italian companies, spurring their growth and development by providing qualified assistance in the areas of technical information, regulatory, economics, promotions and internationalization.

The Italian cosmetics market is the fourth largest in Europe after Germany, France and the United Kingdom with a 2017 total consumption volume of over 10 billion Euros. The industry employs 35,000 people rising to 200,000 with the related industrial sectors.

Concentrating on the development and growth of the wellness industry, the Association focuses on those aspects that are more closely related to the market, to promotions and to processes of internationalization. Cosmetica Italia combines its traditional institutional mission with initiatives in various areas, including activities related to trade fairs in Italy and around the world: Cosmoprof Worldwide Bologna and Cosmopack, Cosmoprof North America in Las Vegas, Cosmoprof Asia in Hong Kong, Belleza y Salud in Bogotá and the newly launched Cosmoprof India in Mumbai.

www.cosmeticaitalia.it

LIST OF EXHIBITORS

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camorak
LABORATORI
COSMETICI

PuraVida **BIO**
NUTRIAMO LA TUA BELLEZZA
ORGANIC COSMETICS

CAMORAK SRL
www.camorak.com
www.puravidabio.it

Camorak has been serving customers for over 50 years in the production on private label. It offers research and formulation development of original and quality products, tailor-made, supplying a full service: from the formula to the choice of packaging, from communication-graphics to legislative documentation. Since 2002 Camorak also produces and sells its certified organic line: PuraVida BIO. The actives have food bases and are extracted through patented enzymatic or fermentative processes. A wide range Made in Italy products are available.



Established in 1970 in the pristine nature of the famed Franciacorta region in Italy, Gerard's has always been at the service of beauty and well-being with one main goal: fulfilling the ever demanding needs of both women and men with effective solutions. Our brand 100% Made in Italy satisfies the demands of beauty professionals as well as the end consumer, acquiring all the basic elements from the eco-system to create modular and functional cosmetics, specifically formulated to deliver immediate results.





EQUILIBRA SRL
www.equilibra.it

Equilibra is an Italian company that commercializes in international markets foods supplements, natural cosmetics, single-dose serums and natural make-up made in Italy of high quality. Equilibra means “maintaining balance”, therefore we want to help consumers in keeping a correct way of life and proper nutrition: our mission is to contribute, in the respect of ethics, to the “wellness of the person” thanks to the internal-external synergy action of food supplements and natural cosmetics.





GAMA SRL
www.gamaprofessional.com

It all started in 1969 when the creative wizardry of a number of beauty salons inspired us to seek a new way of interpreting hair care.

The result was the first ever professional straighteners, produced in large quantities by GAMA, and capturing the attention and interest of professional hair stylists around the globe.

In other words, GAMA haircare and styling products became the tool of choice and secret weapon both backstage at fashion events and in hair salons.

In our endeavour to constantly improve the user experience of our products, over the years we have pioneered several new technologies that have proved to be an epoch-making step forward in the history of hair care.

The launch of our QuickHeat technology in the late 90s made the impossible possible: straighteners that heated up and were ready to use in seconds changed the way professional stylists worked.

This was followed by IHT (Instant Heat Technology) which was patented and brought to market in 2010. This innovative technology heats straightener plates instantly, and delivers long-lasting, sleek and shiny hair in just one application.

Our more recent history has seen us continue to expand our concept of beauty and style, bringing professional hair dryers, curling irons and hair clippers as well as hair straighteners to our customers.

The introduction of the new range of all-Italian design professional hair dryers represents yet another milestone in our ongoing pursuit of technological innovation.



KORFF

THE SCIENCE IN BEAUTY

KORFF SRL

www.korff.it

Beauty as inspiration and aspiration.

Korff creates innovative scientific solutions with fulfilling textures, perfumes and colours for a healthier and beautiful skin, by delivering efficient and proven results to the skin for deeper sensorial experiences.

In Korff, beauty starts with science.





LAB37 SRL

<https://www.lab37group.com/en/>

Lab37 S.r.l. is an Italian manufacturing cosmetics company, in the industry since 1999, based in north west Italy; featured by a modern and dynamic conception, with high competence and multi-year experience achieved on manufacturing and marketing both professional and retail hair care products, under its own brands: BBCOS top professional line at the forefront of technology, PRO.CO dedicated to professionals and specialized shops, ITALICARE designed for retail. Private label available.

Proud to offer to its business partners quality, creativity, flexibility.



L'AMANDE®

L'AMANDE SRL
www.lamande.it

L' AMANDE®, QUALITY AND TRADITION SINCE 1884.

The Gavarry soap-works, began in 1884, in southern France. In 1929 the activity was taken over by Mr. Domenico Sguerso, near Savona, Italian Riviera, using, since 1950, the traditional brand name of L' AMANDE®.

Today L' Amande® is one of the five oldest soap brands in the world and it has been for over 130 years, synonymous of quality in the great tradition of Mediterranean soap making.

The actual range of products, manufactured in respect of traditional high quality, includes: Bar & Liquid Soaps, Bath & Shower, Baby & Mother Products, Skin Care, Perfumes and others. The assortment also presents the eco Bio Line, that achieved ICEA Certification.



The logo for Mei, featuring the word "Mei" in a white, elegant serif font on a dark grey rectangular background.

MEI SRL

www.casamei.com

Since 1988 MEI has always been engaged in the research and development of the natural well-being of the person. All MEI cosmetic products are made with titrated essential oils and 100% pure natural ingredients, extracted from wild plants and concentrated with alcohol-free techniques without any harmful agent. MEI is a “made in Italy” excellence that offers a wide range of cosmetic treatments and scientific wellness rituals preferred by the best SPAs and Institutes, which share MEI holistic philosophy of conveying, both orally and through the skin, the best natural active ingredients.



Morgan Pharma is a pharmaceutical company approved by the Italian Ministry of Health. Since 1993 it has been experiencing a constant growth based on complete, topical and systemic programmes and treatments concerning dermatology, gynaecology and paediatrics.

Among our main lines: seborrheic and acne-prone skincare products, anti-dandruff shampoos, light texture sunscreens, cc and lightening sunscreen, food supplement gummies for children and women, treatments for dermatological and gynaecological viral infections..



OFi

OFFICINA FARMACEUTICA ITALIANA

OFI SPA
www.ofilab.com

With over seventy years of experience, OFI is one of Europe's foremost companies in the development and manufacturing of dermo-cosmetics, nutraceuticals and medical devices.

OFI produces and commercializes its own brands: Bottega di LungaVita, Euronatural and Kosmida.

Bottega di LungaVita creates natural products by cleverly combining age-old traditions with scientific innovation.

Euronatural offers a wide range of dietary supplements for our daily well-being.

Kosmida is dedicated to the treatment of dermatological problems. OFI is looking for distributors.





PIERPAOLI SRL
www.pierpaoli.com

Pierpaoli is an Italian Manufacturing Company specialized in the production of Organic Certified and Vegan Cosmetics and Detergents; our main product categories are: Adult cosmetics, Baby care products, Household cleaners.

Pierpaoli has made a choice of field, investing in research, technology, equipment and materials, to achieve the objective of offering eco-sustainable products and, at the same time, with a quality-price ratio that does not exclude the possibility of extending the use of their products to anyone. The company was founded in 1939 by Armando Pierpaoli, which manufactures and markets products for cleaning the house and then, gradually, products for personal care.



NOAH[®]

for your natural beauty

PURE BRANDS SRL
www.noahforbeauty.com

NOAH by Pure Brands was founded in 2006 in Padua, Italy, with the specific purpose to satisfy a rapidly increasing demand of effective and exceptional natural hair care products.

Our line is a concept that aims to solve any problem and any specific hair issue. Every product contains pure essences with the only aim of cleaning, revitalising, and moisturizing hair through healthy ingredients, with their botanical base and targeted effects.



H.ZONE

PROFESSIONAL

RENEE BLANCHE SRL
www.reneeblanche.it

Renée Blanche

RENEE BLANCHE SRL Has Been operating in Cosmetics area since 1970. The company, manufacturer and exporter of hair care and body cosmetics, is present on professional market and mass market. It offers a huge range of products, all made in Italy, with high quality ingredients. It exports in More than 40 countries in the world.





RUDY PROFUMI SRL
www.rudyprofumi.com

Rudy Profumi srl, founded in 1920, creates and produces bodycare products. We have been present on the market for over 90 years with a product range that combines quality, competitive prices, exclusive fragrances and original packaging.

This philosophy has made Rudy Profumi a leader when it comes to the conception and creation of products of great quality, originality and beauty.




SIFARMA SpA is an Italian manufacturer company of dermocosmetic products. SIFARMA's well-known and prestigious brands are Canova and Dermatrophine Pro:

CANOVA range includes over 50 products, available in pharmacies, which focus on the major skin conditions: acne and oily skin, dermatitis, rosacea, skin ageing, dark spots (hyperpigmentation), hair loss and skin inflammation. DERMATROPHINE PRO is a range of functional dermocosmetic skincare products and professional treatments, specifically created with active ingredients that ensure an outstanding level of performance.



VitalFarco

HAIR COSMETICS 

VITALFARCO SRL
www.vitalfarco.com

The Vitalfarco company was founded in 1969 and has been in the professional hair sector for 50 years. Our products are exported to 45 countries in all continents and we have achieved a leading position in the industry with our brands: MAXIMA-NHP-VITAEAL. We are also well known for the production of color and bleaching of Private Label. Our fast, attentive service and constant technical support are our strengths.





ITALIAN TRADE AGENCY

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ITALIAN TRADE AGENCY

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