

PROFESSIONAL  
IMPERITY<sup>®</sup>  
MILANO



Our mission is  
**beautiful hair**

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# We are a brand of professional hairecare cosmetics

Imperity® fills in a market gap with a winning formula:  
**premium quality** products at a **reasonable price**.

We produce a **full portfolio of haircare cosmetics**, from  
Color through Care and Finish – almost **350** different  
products.

They are all innovative and unique formulas, endorsed by  
**tens of thousands** of professionals in more than **5 million**  
**products sold**.

Our core competence is **B2B** but we are in continuous  
expansion.

**AND NOW WE ARE LOOKING FOR NEW PARTNERS IN  
DISTRIBUTION.**

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# 100% Italian origin

## FROM THE ACROPOLIS OF BEAUTY

- 100% Italian high-tech production
- 100% Italian best labs' product developments
- 100% Italian strict quality standards and control

Since the Italians know everything about beauty traditionally, without compromise.

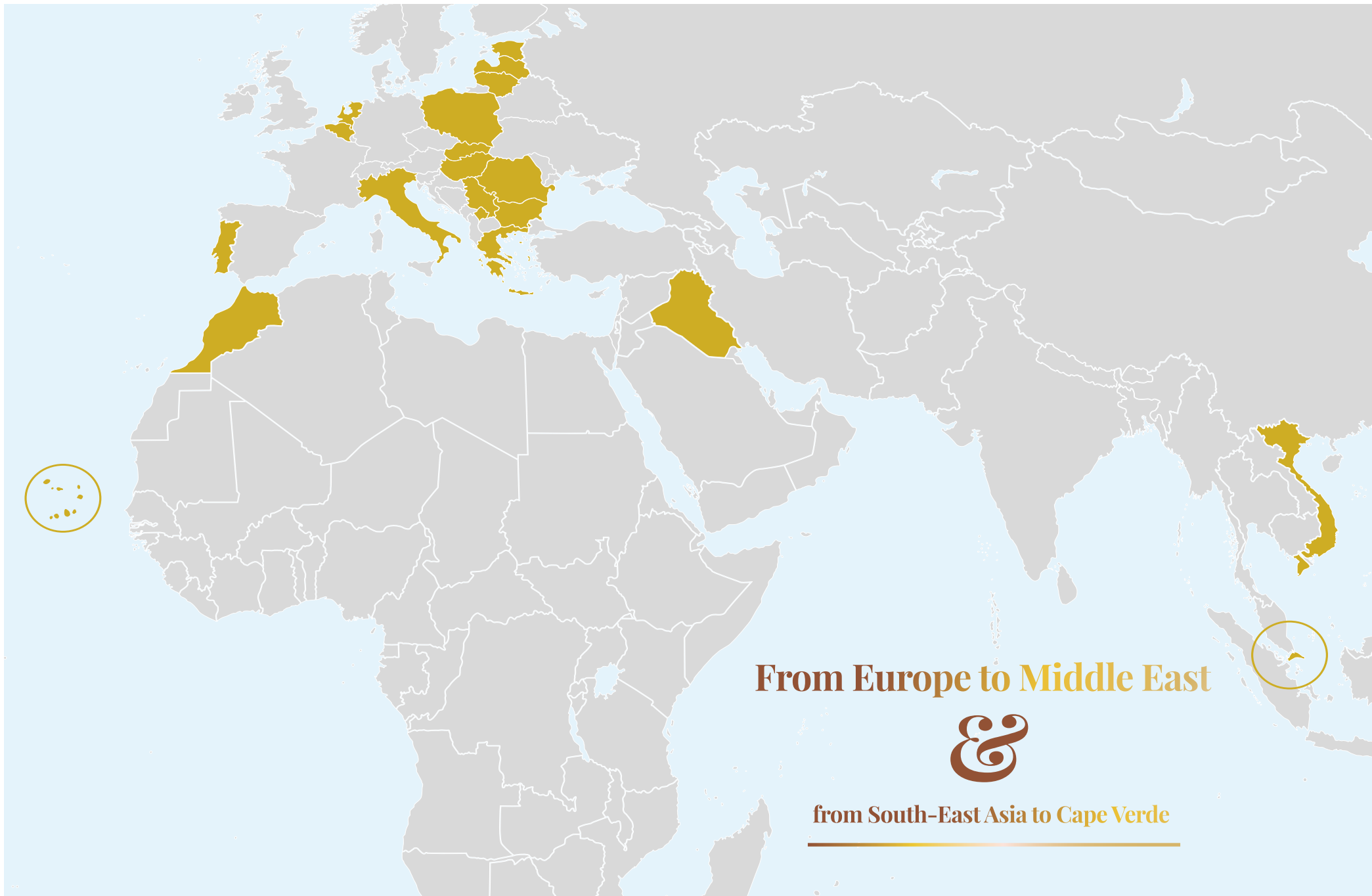
We make use of capacities of leading Italian global production factories, however our headquarter is situated in Hungary.

Due to our LEAN-company model with strict budget management we can provide you premium quality at reasonable price.

### OUR STRICT GOAL: TO BE PRESENT IN 100 COUNTRIES BY THE END OF 2022

We are in 28 countries distributed at the present and expanding continuously.





# We are up with the times

We believe in **healthy hair and health in general** as a major keyword.

This is why we put emphasis on „FREE“ formulas and products that have partly or exclusively **natural and organic ingredients**.

**WE DONT FOLLOW THE CHANGES, BUT ARE MAKING THEM – WITH YOUR HELP.**

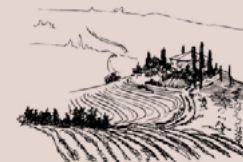
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Products containing real argan oil



Products with excellent quality olive oil



Products made of luxury ingredients made in Italy



# Why is it worth becoming an Imperity® distributor?

Imperity products are in demand due to their high quality and favorable prices.

Distributors can work with Imperity Professional Milano on very advantageous terms.

**AND THE MARKET IS BIGGER THEN EVER: THERE IS A GROWING NUMBER OF IMPERITY HAIRDRESSERS TO BE SERVED.**

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Let us show  
you a glimpse  
of our product  
range!

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**SINGULARITY**  
micro pigment infusion

## Professional hair dye



ORGANIC  
ARGAN OIL



MICROPIGMENTS  
(novelty)



LINSEED



WHITE PEARL  
EXTRACT

118 shades



IMPEVITA®  
NATURAL ITALIAN BEAUTY

# Hair dye cream



ORGANIC  
ARGAN OIL



SUNFLOWER OIL



GRAPE SEED OIL



OLIVE OIL



Ammonia  
free



Resorcinol  
free



PPD  
free



58 shades



# IMPEVITA<sup>®</sup>

NATURAL ITALIAN BEAUTY

## Professional Organic haircare cosmetics

Amazing regenerative and hydrating powers



ORGANIC  
ARGAN OIL



BIO HONEY



Petrolatum  
free



SLS/SLES-,  
ALS/ALES  
free



Paraben  
free



**IMPLISS®**  
KERATIN COMPLEX SMOOTHING THERAPY

# professional Hair straightening cosmetics



Paraben  
free



Long  
lasting  
effect



Spacial  
Glyoxylic acid  
technology



Sulfate  
free

O R G A N I C  
**MIDOLLO  
 DI BAMBOO**

# Professional organic and natural haircare cosmetics



NATURAL  
 BAMBOO EXTRACT



SLSL/SLES-,  
 ALS/ALES  
 free



Color  
 free



Paraben  
 free





# Professional luxury haircare for gourmets

Comes in two amazing luxury perfume scents:  
J'ADORE and LA VIE EST BELLE



ORGANIC  
ARGAN OIL



KERATIN OIL



SILK PROTEIN



SHEA BUTTER



Paraben  
free



implex®

# Professional bond regenerator cosmetics with innovative plex- formula in 3 steps

WITH HAIR DYEING, HAIR BLEACHING, HAIR  
STRAIGHTENING AND PERMANENT CURVES

1. reunion → 2. repair → 3. maintains disulfide bonds  
in hair damaged during chemical processes



Petrolatum  
free



PPD  
free



Sulfat  
free



Paraben  
mentes



SUPERIOR  
LUXURY

ALL IN ONE

CONCENTRATED FORMULA  
FORMULA CONCENTRATA

# Superior luxury products with 15 benefits

- Shampoo, oil, leave-in-hair treatment and hair mask
- Powerful regenerating, nurturing and hydrating effects
- Rich in vitamins



# I AM COLOR®

## Physical hair colorant gel



POMEGRANATE  
EXTRACT



MARACUJA  
EXTRACT



Vegan



Ammonia  
free



Direct Pigless  
technology



Infinite color  
combination



And many  
other **amazing**  
**products**

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# Our current hairdressers love Imperity® products

- ✓ Because not only they, but also their guests are satisfied with the premium quality of Imperity®.
- ✓ Because they can find all the materials for opening a salon in our selection.
- ✓ Because our products are made with the latest recipes and valuable active ingredients.
- ✓ Because we are constantly developing new products.
- ✓ Because our company supports them as part of the affiliate program.
- ✓ Because continuous commercial activities and training opportunities await them.

**LET'S MAKE THESE PRODUCTS REACH MORE  
HAIRDRESSERS - TOGETHER!**

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**Get in touch**  
with us:



PROFESSIONAL  
IMPERITY<sup>®</sup>  
MILANO

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THANK YOU  
*for your attention!*