

COMPANY PROFILE

PREMIUM HAIRCARE BRAND MADE IN ITALY

Previa is an Italian premium brand of natural products with professional performance.

We believe in the perfection of nature and are committed to preserving it with pure, natural products.

NATURAL HAIRCARE

PREVIA[®]

ITALIA





VIRTUOUS BEAUTY

GENUINE | EFFECTIVE | RESPECTFUL

Natural cosmetics with professional performances, good to you and environmental-friendly. A unique and effective experience of genuine beauty in perfect harmony with nature. Your daily beauty routine turns into a gesture of love for the planet.



GENUINE. UP TO 97,5% INGREDIENTS OF NATURAL ORIGIN

Formulas composed of up to 97,5% ingredients of natural origins and from organic farming. The “Vegan quality Certification” guarantees that no ingredients or components of animal origins are present. On each production lot, the Nickel* value is checked in order to make it suitable also for the most sensitive skins.

*tolerance threshold under 1 ppm.

AIAB BIO-ECO COSMETIC / VEGAN QUALITY / NICKEL TESTED / PETA APPROVED



EFFECTIVE. NATURAL HAIRCARE PRODUCTS THAT WORK

High performing natural products* with flawless, long-lasting, healthy and at the same time environmental-friendly effects. Sensory cosmetic experiences that by means of tactile, chromatic and olfactory suggestions generate well-being for body and mind.

*Stem cells and extremely rapid and effective molecular vegetable bio-liquefied compounds

PROFESSIONAL PERFORMANCE / SENSORIAL EXPERIENCE / MADE IN ITALY



RESPECTFUL. A GESTURE OF LOVE FOR THE PLANET

Eco-compatible products obtained by employing raw materials with low environmental impact. A packaging studied up to the smallest detail, in the sign of maximum sustainability. That is why we prefer recycled materials, obtained from renewable sources* and recyclable for minimal environmental impact.

* 85% bioplastics obtained from renewable sources (sugarcane)

ECO FRIENDLY PACKAGING / LOW ENVIRONMENTAL IMPACT / GREEN ATTITUDE



EARTH. AUTHENTIC GREEN CHOICE

Earth logotype represent Previa's commitment towards greater ethics and sustainability.

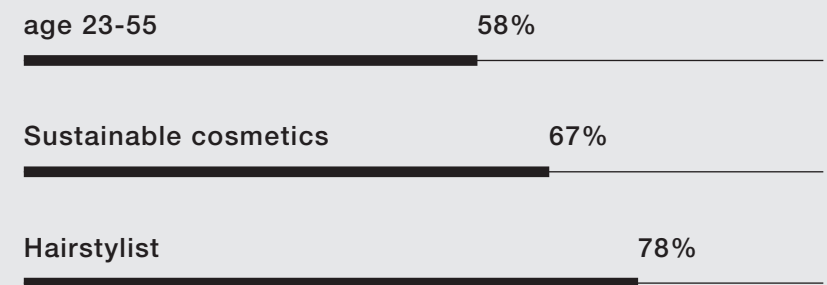
We put care and attention in each one of our choices, so that each component is obtained reducing waste as much as possible and focusing on sustainability at each production and consumption stage. Your daily beauty routine turns into a gesture of love for the planet.





CONSUMER PROFILE

Dedicated to professionals and to consumers who love natural products with professional performance.



COMPANY AND ORGANIZATION CHART

Previa Spa is an Italian company for professional hair products.

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

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

1990

PREVIA SPA FOUNDED

professional
haircare products

10 YEARS EXPERIENCE

Gallina family works
in the professional
haircare market

2008

RESTYLING

more modern
design and layout

2011

RESTYLING

enhanced the
natural aim

2016

PREVIA NATURAL HAIRCARE

Previa becomes natural.
the brand restyling involves
every aspect, from the
formula to the packaging

NATURAL HAIRCARE

PREVIA[®]
ITALIA

2018

BEST GREEN PRODUCT

Previa Keeping line wins the
award as the best green
product of the year

2017

MAN LINE

2020

EARTH CONCEPT

Earth logotype represent
Previa's commitment
towards greater ethics and
sustainability.



2021

VIRTUOUS BEAUTY

brand values become
part of a new virtuous
cosmetics

2019

EARTH
COLOUR

2020

EARTH
BLEACH



CLAUDIO GALLINA
info@previa.it

CEO

**SALES
CUSTOMER CARE**
sales@previa.it

**ADMINISTRATION | HR
LEGAL**
administration@previa.it

**PURCHASE
LOGISTICS**
purchase@previa.it
logistics@previa.it

**REGULATORY AFFAIRS
PRODUCT DEVELOPMENT**
certificate@previa.it
lab@previa.it

**MARKETING
DESIGN**
marketing@previa.it
design@previa.it

EDUCATION
education@previa.it



DANIELA BERRUTO
daniela@previa.it

**CUSTOMER CARE
BACK OFFICE**



VALENTINA LONGO
valentina@previa.it

ADMINISTRATION



ILEANA DEPICOLZUANE
ileana@previa.it

PURCHASE ASSISTANT



ROBERTA SANTAMARIA
roberta@previa.it

**REGULATORY
AFFAIRS & QUALITY**



ALESSANDRA TARANTINO
alessandra@previa.it

GRAPHIC DESIGNER



BARBARA ORSETTIG
TECHNICAL DIRECTOR



MANUELA PES
manuela@previa.it

**CUSTOMER CARE
BACK OFFICE**



PIERO ALBERTELLA
piero@previa.it

ACCOUNT/ FINANCE



LUIS RODRIGUEZ
luis@previa.it

LOGISTICS ASSISTANT



CRISTINA PAGLIA
cristina@previa.it

GRAPHIC DESIGNER



MAX LAMPARTER
ARTISTIC DIRECTOR



DAVIDE DISTEFANO
LOGISTICS ASSISTANT



MANUELA MANCUSO
m.manuela@previa.it
GRAPHIC DESIGNER



VIOLETA ILIOI
LOGISTICS ASSISTANT



PUBLIC RELATIONS

Find us at the most important international events in the sector. Important opportunities to increase corporate awareness, increase the customer portfolio and consolidate relationships with our distributors. We organize meetings to share new goals and celebrate our successes together.





INTERNATIONAL BRAND

Our passion and our commitment have guided us to develop and spread our concept of sustainable haircare even beyond national borders. To date previa is present in over 35 countries around the world.

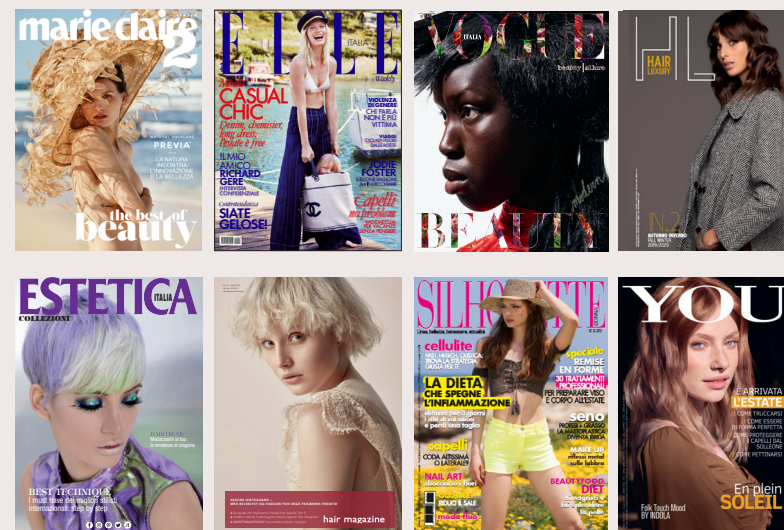
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|-----------|------------|----------------------|
| ALGERIA | GREECE | QATAR |
| AUSTRALIA | HONG KONG | ROMANIA |
| BELGIUM | ICELAND | RUSSIA |
| BRAZIL | IRAN | SAUDI ARABIA |
| BULGARIA | ITALY | SOUTH KOREA |
| CANADA | JAPAN | SPAIN |
| CHILE | KAZAKISTAN | SVEZIA |
| CROATIA | LATVIA | TAIWAN |
| CYPRUS | LITHUANIA | UNITED ARAB EMIRATES |
| CZECH | MALAYSIA | UNITED KINGDOM |
| REPUBLIC | MOLDOVA | UNITED STATES |
| FRANCE | POLAND | |
| GERMANY | PORTUGAL | AND MORE... |

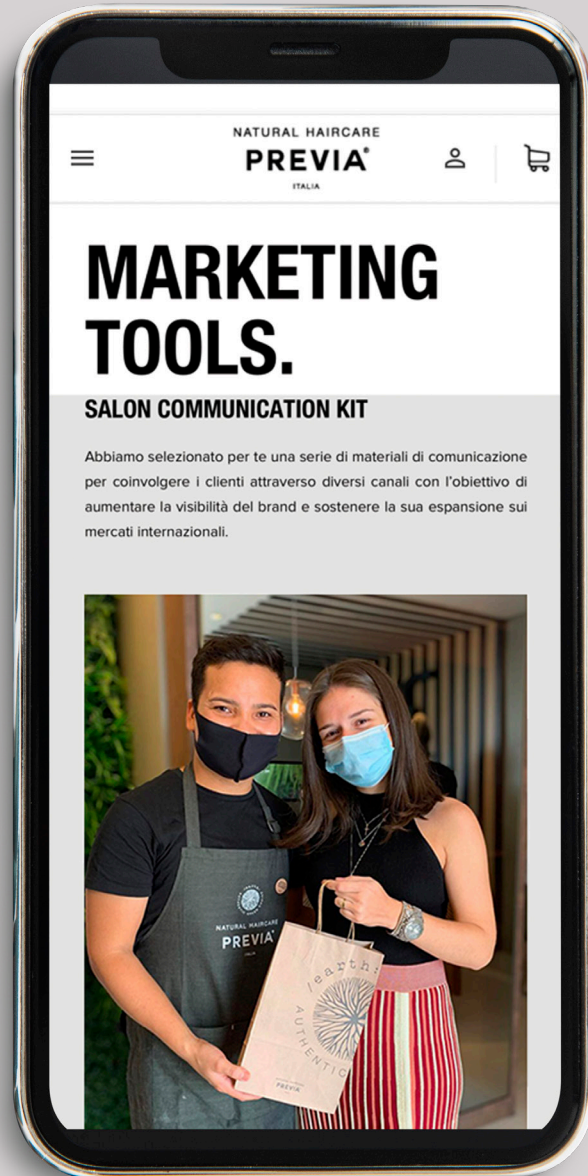


AS SEEN IN

Articles for professionals and consumers on reference trade magazines and on the most important lifestyle & fashion magazines.

marie claire ELLE VOGUE ESTETICA





PREVIA OFFICIALS

B2C www.previa.it | www.previaofficial.com

B2B www.myprevia.pro



FACEBOOK

Previa Haircare / previahaircare_official



INSTAGRAM

Previa Haircare Official @previa_haircare



YOUTUBE

Previa Haircare Official



LINKEDIN

Previa Spa

OFFICIAL HASHTAG

#previahaircare #previaforearth #naturalhaircare #crueltyfree
#vegan #sustainable #beautyroutine



HOPE FOR KIDS

Previa has decided to support an important social initiative aimed at collecting donations and granting visibility to FORMA Onlus, contributing to bringing a smile and lighting up hope in the eyes of children.

FORMA Onlus is the Foundation of the Regina Margherita Children's hospital in Turin, a prominent and highly specialized paediatric centre at a national level, a centre of reference for many children affected by severe pathologies and coming from other regions and foreign countries.

#hopeforkids | #previaforkids



**YOUR
VIRTUOUS
BEAUTY
ROUTINE
A GESTURE
OF LOVE
FOR THE
PLANET.**



**SAVE THE OCEAN
#PREVIAFOREARTH**

SUPPORT PROJECTS THAT HELP REDUCE
THE AMOUNT OF PLASTIC IN OUR OCEANS.



WWW.PREVIA.IT