

# SPRING FRESH TIPS

*l'Italia che emoziona*

**SELECTIVE**<sup>®</sup>  
PROFESSIONAL



**IN THE WORLD**

A brand on the market place for **over 20 years**

Distributed in more than **60 COUNTRIES**

Available in **professional hair salons** only

**SELECTIVE PROFESSIONAL** is a well-known brand recognised by all hairdressers as  
ambassador of the **Italian excellence and style**

**1982**  
**TRICOBBIOTOS**  
ITALIA

**1984**  
FIRST  
HAIRSPRAY

**1994**  
**SELECTIVE**  
**PROFESSIONAL**

**1997**  
1st NON-EU  
DISTRIBUTOR

**1999**  
ACADEMY

# TRICOBBIOTOS COMPANY

TRICOBBIOTOS S.p.A is a **100% ITALIAN COMPANY**, specialised in the manufacturing and distribution of cosmetic haircare products since 1982.

The ability to **PROCESS** and **TRANSFORM** selected raw materials and to **DEVELOP** high quality products, has allowed TRICOBBIOTOS to establish itself on the international cosmetics market in terms of size and turnover.

## What is the secret for this ongoing success?

**INNOVATION  
EXCELLENCE  
KNOW-HOW**

Pursued through an active and tangible corporate style: **“THINKING, ACTING, SOLVING”**

# COMPANY

## LEADER

A company specialised in the **MANUFACTURING & DISTRIBUTION** of professional haircare products.

## EXCLUSIVE

DISTRIBUTES EXCLUSIVELY through specialist dealers and professional hair salons.

## SAFE

On the market for over 30 YEARS. Quality and reliability are guaranteed by the **ISO:9001 CERTIFICATION**.

## DYNAMIC

OwNS **SELECTIVE PROFESSIONAL** and distributes other **EXCLUSIVE BRANDS**.

*Discover Tricobbiotos S.p.A., visit the company's website: [www.tricobbiotos.it](http://www.tricobbiotos.it)*

**2002**  
TRICOBBIOTOS  
BECOMES A  
**CORPORATION**

**2013**  
**COLOREVO,**  
**EXCELLENCE IN**  
**COLOURING**

**2014**  
**NATURAL**  
**FLOWERS**

THE FUTURE IS...  
**ENDLESS EMOTION**



## Exclusive products and services for the hairdressers. A quality offer for exceptional results.

For over 20 years, SELECTIVE PROFESSIONAL has been supporting and promoting values such as competences, safety and reliability all over the world.

- A CERTAINTY for all professionals in the market sector.
- A BRAND that identifies and personalizes latest trends for the hair salons.
- An important EDUCATIONAL PROJECT promoted worldwide, designed to meet & satisfy the market needs.

### ITALIAN TRAITS

MADE IN ITALY,  
creativity and fashion

### RELIABILITY

GUARANTEED RESULTS,  
QUALITY AND INNOVATION



## VALUES

### BUSINESS

PROFESSIONAL OFFERS,  
IDEAS & SOLUTIONS  
for the hair salon

# SELECTIVE PROFESSIONAL COSMETICS

## DEVELOPMENT

SELECTIVE PROFESSIONAL products are conceived, designed and manufactured in-house directly by TRICOBBIOTOS, through ongoing R&D activities.

A chemical laboratory together with one of the most advanced R&D departments across Italy, and the careful selection of the best raw materials, guarantee the utmost **QUALITY, RELIABILITY** and **SAFETY** of its products.

## OFFER

Selective Professional offers a wide range of products that guarantee the best ideas and solutions for all technical and professional needs.

From haircare to styling, from colouring to bleaching, Selective Professional offers all its experience and competences, for extraordinary results.

**Commitment, passion, quality, results, respect for nature and wellness: this is SELECTIVE PROFESSIONAL project!**



# SELECTIVE PROFESSIONAL PRODUCT RANGE

From cosmetic colouring, to treatment lines and environmental-friendly products, SELECTIVE PROFESSIONAL offers a wide range of products specifically designed to satisfy the demands of the professional market.



**ON**  
care  
/ states of matter



**COLOREVO**  
CERAFLUX PLUS  
COLOR DIFFUSION SYSTEM



**CC**  
 ✦ Color Charge ✦



**ALL  
 IN  
 ONE**



**MILD  
 TECH**



**NATURAL  
 FLOWERS**

*Artistic fleur*



**DECOLORVIT**  
 forever blond

# ACADEMY

The training activities carried out at the Academy in Prato and around the world, are directed to international partners and hairdressers and deal with technical, creative and stylistic themes.

Through these courses, the technical staff at Tricobiotos Academy promotes and consolidates SELECTIVE PROFESSIONAL around the world, as synonymous of Italian style and excellence.

*Creativity, design, training, innovation and research are offered as new dreams to all those people who have made this job a way of living.*

Academy Prato





# EDUCATIONAL PROGRAMME

Selective Professional offers an intense educational programme designed to **DEVELOP** and **ENHANCE** individual skills and creativity.

*«A developing programme designed to make the hairdresser become an image consultant».*

The development of talents and the improvement of personal creativity and skills, allow professional hairstylists to gather **experiences** and transform them into **know-how**.

Download the course book from the website: [www.selectiveprofessional.com/education](http://www.selectiveprofessional.com/education)

Academy Prato





**SELECTIVE**<sup>®</sup>  
PROFESSIONAL

[www.selectiveprofessional.com](http://www.selectiveprofessional.com)



Tricobiotos S.p.A Italy