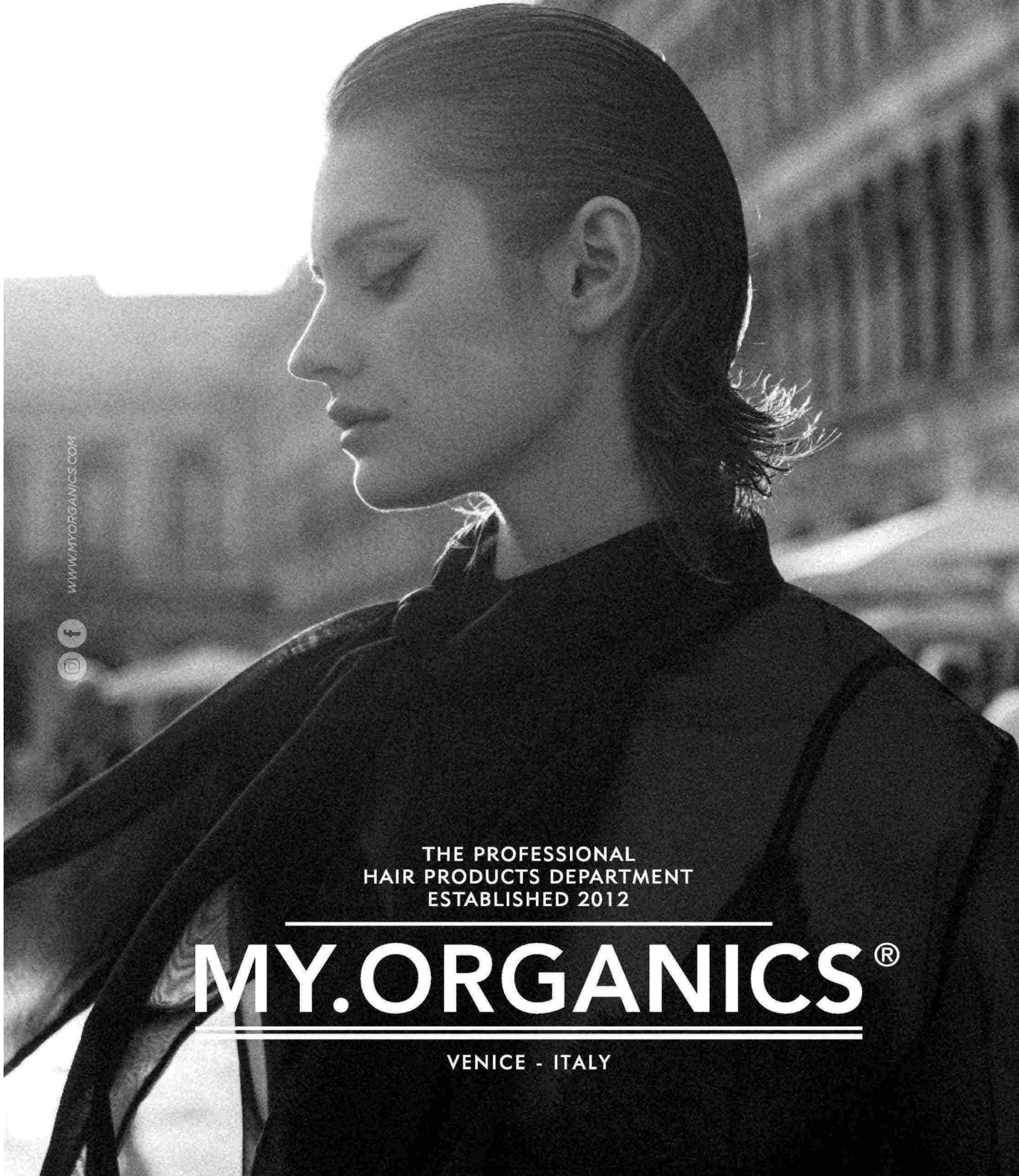


HAIR CARE PROFESSIONAL QUALITY 100% MADE IN ITALY



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THE PROFESSIONAL
HAIR PRODUCTS DEPARTMENT
ESTABLISHED 2012

MY.ORGANICS®

VENICE - ITALY

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INTERVIEW

MY.ORGANICS

Well-being for people, a love for nature and a passion for research are the main objectives of the dynamic Venice based company



Alberto and Alessandro Lievore

EXPORT MAGAZINE: **In the crowded world of beauty, MY.ORGANICS has been able to stand out from the crowd since the beginning for some characteristics which you're your company unique of its kind. What are the bases on which you founded your business and what have you focused on to express your philosophy to the full?**

ALESSANDRO LIEVORE: We focused on some basic concepts that from the very first day when we started out on this journey have characterized our work. In the first place, we pay particular attention to the WELLBEING FOR PEOPLE (our main goal). Indeed, the need of the person is at the heart of our work from the creation of the product to when it is put on the market. This is followed by a LOVE FOR NATURE (we are talking about the sustainable

supply chain and biodynamic agriculture and the attention to the choice of ingredients) and a PASSION FOR RESEARCH (here we are talking about how we create a product, research and development).

EM: **Has the concept of wellbeing evolved in time? What is today's consumer looking for as well as improving their aesthetic appearance? What do they expect from a cosmetic product, whether it is for haircare or for skincare?**

AL: Yes, absolutely, it has evolved and keeps changing all the time! The period we are living in always makes us keep up with the times and to be able to choose in advance or with perfect timing every new trend, both in cosmetics and in the environmental field.

It is a race against time: every new thing is already out of date as soon as it arrives on the market, and it seems to be no end to the race. This is why we accept the challenge every day, with great enthusiasm.

EM: **Is your packaging, sober and simple, attentive to avoiding waste and to a more general question of eco-sustainability?**

AL: We use different types of packaging, depending on the product that has to be packaged. Glass bottles, for example, are the most suitable for oils. For other kinds of products, we use packaging made from Green PE, a plastic obtained from sugar cane, with over 90% of components obtained from biomass. This allows us to offer 100% recyclable and highly biodegradable packaging. This year, we are starting research to use other distinctive elements on the topic of eco-sustainability alongside Green PE.

EM: **How important is it for you to be able to propose highly professional and performing products using highly advanced raw materials and formulas, in full respect of the environment?**

AL: Research and development on the highest quality standards are essential to refine a wellness product whose formula does not contain potentially harmful ingredients for our body. Our choice to complete some of our formulas with ORGANIC ingredients also derives from this in-depth study. It depends on the process of growing the plant, and the type of pesticides or anti-parasitics (natural or not).

INTERVIEW



The purchase of certified and organic ingredients entails a considerable investment which we deem fundamental and essential to be able to offer our clients products of quality, that respect health and protect the environment.

EM: Do you have any projects on which you are focusing in 2023?

AL: Since our inception, **MY.ORGANICS** has been committed to producing hair beauty products using organic

ingredients out of a love for nature and people's well-being. We are dedicated to using only high-quality, natural, and organic ingredients, which means that we not only offer excellent and professional hair care products but also contribute to reducing our negative impact on the environment. We believe that taking care of your hair should be a pleasant and beneficial experience, and we are proud to offer products that fulfill these criteria. In 2023, we are excited to launch the MY.PURE line, a complete collection that can be considered "super-green" due to its composition of up to 98% naturally sourced ingredients. This represents an additional step in deepening our commitment to quality and sustainability. For us, this means pushing the envelope even further to help people take care of themselves naturally and responsibly towards the environment.

EM: Already present in Italy, some years ago you ventured on to foreign markets, obtaining, where you are present, considerable success. How do you promote your brand abroad? Which services do you offer your distributors, so that they can make the products appreciated on their market?

AL: We have an international sales market, with distributors present in more than 25 countries all over the world. Thanks to our salons we spread the **MY.ORGANICS** philosophy and aim to concretely promote an idea of

professional haircare that is sustainable. We are always looking for partners who are interested in sharing and spreading our corporate philosophy and who above all who undertake to keep themselves updated, thanks to the training courses with our group of technicians, MYTEAM ACADEMY. We offer professional refresher courses, on various topics, from basic cutting to the professional use of our colourings. One of the strong points of our brand is the constant support we gave give to professionals who decide to work with our products.

EM: Do you think it is important for companies and distributors to participate in trade fairs?

AL: We think it is very important to create a link with market players, and what better occasion than a fair or trade show? This year we are very proud of our participation in COSMOPROF WORLDWIDE Bologna: we will bring the essence of our brand, from the stand (hall 25 - B122) to the Show on the ON HAIR stage, we will tell the story of our origins, evolutions and launch the big news of this year. We look forward to seeing you on Sunday 19 March, in pavilion 37, to attend "Double allure in Venice", a show created by our stylistic team MY.TEAM ACADEMY in collaboration with an international professional in the world of hairstyling: Richard Phillipart!

