





Who Are We?

Co Professional, established in 2016 by **Co Kozmetik and Professional Personal Care Ind. Int. and Ext. Ltd. Co.**, adopts a strategy of innovation and always striving for better in the cosmetic industry, offering high-quality and professional products in line with the needs of the global market.

With its extensive product range, Co Professional provides professional application of high-performance products for a deep impact, keeping hairdressers at the center of all its activities. At the same time, it offers a unique experience to all women and men who see their hair as an indispensable part of their personality.

In 2017, the company established "Co InHouse Agency" to handle communication and advertising efforts on social media and digital platforms, promoting brand awareness and product introductions both domestically and internationally.

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- Shampoo
- Hair Conditioner
- Hair Mask
- Keratin Care
- Personal Care
- For Man
- Hair **CO|OUR**
- Co Atelier



OUR VISION

With our **extensive product range** and customer, hairdresser focused approach, we aim to be among the leading brands in the industry. We enhance hair beauty with strong contents, product lines, and personalized hair care rituals to expand the limits of effective hair.

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CO GROUP
COMPANY



OUR MISSION

To add value to our customers, employees, stakeholders and our world with innovative, constantly developing approaches that consider consumer health and environmental awareness.

In addition to always providing quality and reliable service in the **Cosmetics and Professional Care** sector, to ensure the emergence of the best quality products with a creative and market-appropriate price policy in order to ensure customer satisfaction. With this sense of responsibility; We aim to become a known brand by promoting cosmetic and professional care products within the scope of **International High Standards** and Documents.

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OUR VALUES

Reliable;

We produce reliable products that comply with international quality standards. Our brand is the symbol of quality and reliability. We establish relationships based on co-operation & trust with internal and external stakeholders.

Environmentally Sensitive;

We are sensitive to human health and nature. We act with awareness of our responsibilities towards the environment and society.

Result-Oriented;

We work within defined quality parameters and do not compromise. We carry the spirit of pioneering entrepreneurship, open to the world and change.

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Creative;

We apply new ideas, technologies and approaches to continuously improve our product range. We go beyond borders with our entrepreneurial perspective.

Innovative;

We follow global developments and embrace change in order to improve our products and services. In all our activities that we activate with the entrepreneurship in our genetic codes; We value innovation and creativity.



Advantages



Factory&Equipment

Overview



Marketing & Promotion Channels

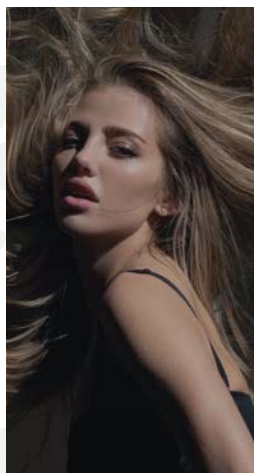


Marketing Channels;

Co Professional utilizes a variety of marketing channels to reach their target audience. This includes digital marketing channels such as social media advertising, email marketing, influencer marketing, and search engine marketing. They also use offline marketing channels such as print advertising, event sponsorships, and trade shows. Co Professional focuses on creating high-quality content for their marketing campaigns that showcases their products features and benefits, as well as highlighting their commitment to ethical and sustainable practices.



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Promotion Channels;

Co Professional promotes its products through a variety of channels, including their own e-commerce website, as well as through other online marketplaces such as Amazon and Etsy. They also have a network of authorized distributors and resellers who sell their products in brick-and-mortar stores and salons. Co Professional also engages with their customers through social media channels such as Instagram and Facebook, where they share product updates, tutorials, and user-generated content. Additionally, they offer promotions and discounts to their customers through email marketing campaigns and seasonal sales.



Quality and Safety SYSTEMS



GSI
System

GSI **European product barcoding organization** Turkey Registration certificate has been obtained and Barcoding system has been established.

CPNP
European Union Cosmetics and Professional Personal Care

CPNP European Union Cosmetic and Professional Personal Care **Product Notifications** have been made through our company Co Professional Trade Company Kft in Hungary.

ANALYSIS
Certificate

To check the **Quality Standards** of the product and it is used to determine. It contains the test and specification information of the product.

MSDS
Material Safety Data Sheet Reports

This report is a document containing detailed information on the characteristics of **human health, the environment, harmful substances and mixtures**, as well as safety measures to be taken in accordance with the characteristics of harmfulness in the workplaces where it is located.

DERMATOLOGICAL
Tests

It is the tests that evaluate the irritations that the cosmetic product may cause on the skin and the compatibility of the product with the skin. It is an important data in the **safety evaluation of the product.**

MICROBIOLOGY
Tests

Microbiological tests are an important test process carried out especially within **the scope of cosmetic product safety.** Cosmetic Microbiology testing is important to ensure product safety and compatibility of cosmetic products.

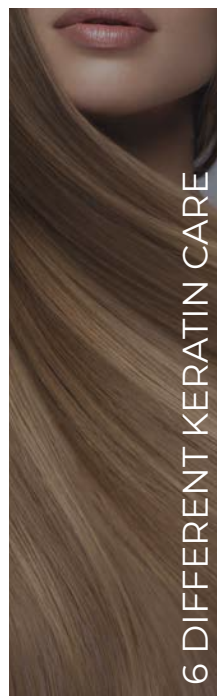
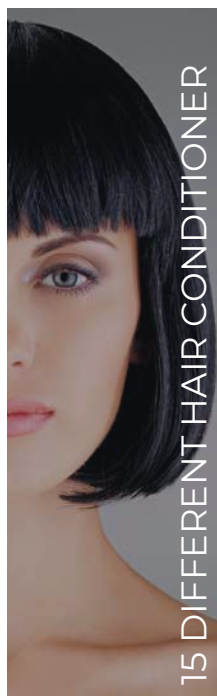
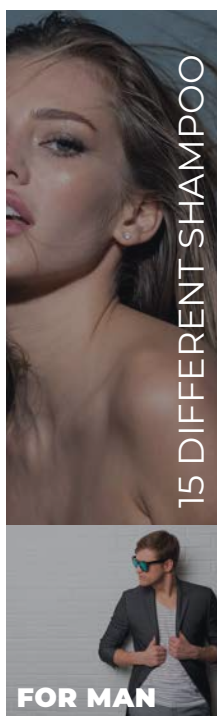
EAC
Certificate

The **EAC** (Eurasian Conformity) Certificate is a document that verifies that a product meets the necessary safety and quality standards to be sold in the Eurasian Economic Union (EAEU). The EAC certificate is required for certain products before they can be imported and sold in these countries.



* Our products are approved by the Ministry of Health.

Create Your Style with **CO**



HAIR DRYER
PRO 55000

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 **CO GROUP**
COMPANY

15 DIFFERENT SHAMPOO S E R I E S

- . ARGAN
- . REPAIR
- . AFTER KERATIN
- . DRY HAIR
- . OILY HAIR
- . HAIR LOSS
- . THIN WIRE
- . COLOR SAVE
- . ENERGIZING
- . ANTI-DANDRUFF
- . SILVER
- . DAILY
- . SPIRULINA&COLLAGEN
- . CURLY HAIR
- . ALOE VERA

FOR MAN SERIES

- . SILVER SHAMPOO
- . HAIR LOSS SHAMPOO
- . BLACK SHAMPOO
- . DAILY SHAMPOO
- . BEARD SERUM
- . SPIDER HAIR WAX

*** 250, 400, 500 and 1000 ml**
Different Size Options are Available.

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FOR MAN

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15 DIFFERENT HAIR CONDITIONER S E R I E S

- . ARGAN
- . REPAIR
- . AFTER KERATIN
- . DRY HAIR
- . OILY HAIR
- . HAIR LOSS
- . THIN WIRE
- . COLOR SAVE
- . ENERGIZING
- . ANTI-DANDRUFF
- . SILVER
- . DAILY
- . SPIRULINA&COLLAGEN
- . CURLY HAIR
- . ALOE VERA

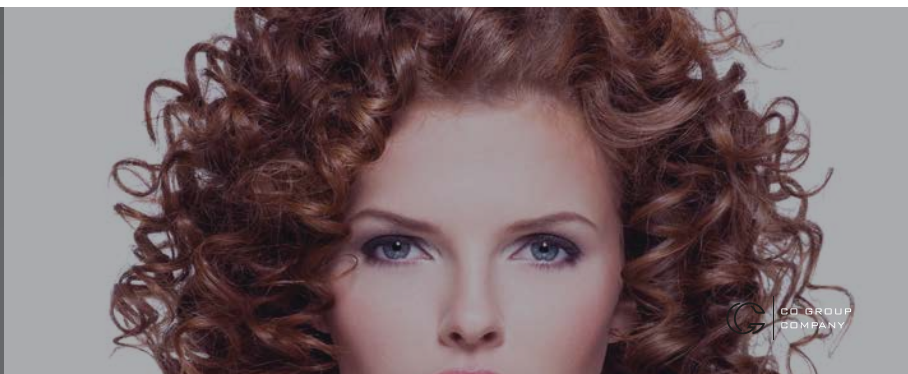
*** 250, 400, 500 and 1000 ml**
Different Size Options are Available.

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15 DIFFERENT HAIR MASK S E R I E S

- . ARGAN
- . REPAIR
- . AFTER KERATIN
- . DRY HAIR
- . OILY HAIR
- . HAIR LOSS
- . THIN WIRE
- . COLOR SAVE
- . ENERGIZING
- . ANTI-DANDRUFF
- . SILVER
- . DAILY
- . SPIRULINA&COLLAGEN
- . CURLY HAIR
- . ALOE VERA





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13 DIFFERENT PERSONAL CARE P R O D U C T S

- . ARGAN OIL
- . ELIXIR TWO PHASE CONDITIONER
- . EYEBROW SHAPER WAX
- . VITAMIN FOR EYEBROWS AND EYELASHES
- . PEELING CREAM
- . FACE MASK
- . HAIR STYLING POWDER WAX
- . FACE TONIC
- . HAIR TONIC
- . HAIR REMOVAL WAX
- . ROLL-ON HAIR REMOVAL WAX
- . WET NAPKIN
- . HAIR SPRAY



6 DIFFERENT KERATIN CARE P R O D U C T S



- PURIFYING SHAMPOO
- INSPIRING KERATIN MASK&CARE
- INSPIRING GEL KERATIN
- SUPER DUO "GEL KERATIN PREPARATION AND CARE" **KIT**
- SUPER DUO "KERATIN PREPARATION AND CARE" **KIT**
- KERATIN MILK



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122 DIFFERENT **COLOUR** SERIES



- LIQUID HAIR COLOR (15 DIFFERENT COLORS)
- PERMANENT HAIR COLOR CREAM (100 DIFFERENT COLORS)
- OXYDANT CREAM (5 DIFFERENT DEGREES)
- PURE BLEACHING LIGHT BLUE POWDER
- HAIR SIMULATION "2 DIFFERENT COLORS"



Give
Your Soul
That Magic
Touch!



- PERFUME
- BODY SPREY
- EAU DE COLOGNE
- HAND AND BODY CREAM
- LIQUID SOAP
- AIR FRESHENER
- CANDLE



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- SHAMPOO
- HAIR CONDITIONER
- PERSONEL CARE
- HAND AND BODY CREAM
- AIR FRESHENER

TRY YOUR
DAILY CARE
WITH **BERENNO**



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STORE IN ISTANBUL



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THANK YOU.

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