

Company Profile



BESTCOLOR

IL MAKE UP ITALIANO

[bestcolor.it](http://bestcolor.it)



BEST COLOR  
IL TRUCCO

Qualità

Colore



## OUR STORY



Best Color Cosmetics srl was created by **Salvatore Izzo**, its founder, who back in **1997** consolidated his experience in the world of cosmetics to develop a **comprehensive make-up line** using **refined textures and top-quality, active ingredients**. Sold at **affordable prices**, these products are **100% Italian**.



## OUR CONCEPT







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## OUR CONCEPT



The **concept behind our cosmetics** exhales **creativity and beauty** - guaranteeing **professional results** - something **Serena Izzo, the CEO's youthful daughter**, is constantly reappraising. She heads the **Marketing team** and is **responsible** for **product development**.



SERENA IZZO





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## SERENA IZZO



Hi! My name is **Serena Izzo** and I live for my dream. I am the daughter of Salvatore, the founder of this all **made in Italy company**, heart and initiative have accompanied me here: behind and inside **the choices that today make Best Color make up** a creature with **a unique character**, in which the careful **cosmetics research** meets **Italian taste and quality**.



CREATIVITY







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## CREATIVITY



Our **make-up designers** pride themselves on their **Italian creative flair** and enthusiasm in keeping abreast of **life's must-have essential items**. By reinterpreting **current trends and carrying out research** in our **state-of-the-art production laboratories**, we succeed in placing our customers' needs **center stage**: all this means **we are a fantastic company**.



## THE BRAND



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## THE BRAND



We pride ourselves on **top-of-the-range packaging, latest-generation products**, and **low prices**. What's more, we use **sophisticated formulations fusing advanced, active ingredients** with **raw materials** that **care for your skin**. Our promise, **no ifs or buts**.



## ETHICAL BEAUTY





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## ETHICAL BEAUTY



We promote **ethical beauty**: our brand is meticulously **cruelty-free**, meaning there is **no animal testing** on our products or ingredients. We are also committed to **choosing raw materials** that conform to our vision of **Environmental and Social Responsibility**.



RELIABILITY



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## RELIABILITY



Continuous **reliability tests** are a priority to ensure **top-quality products** and meet **safety standards** and have enabled us to use **CE** marking in **EUROPE** and gain **approval** from the **FDA in USA and from JAPAN**. Our **formulas are ophthalmologist tested** and meet **rigorous clinical and dermatological standards**.



BESTSELLERS



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## BESTSELLERS



**Beauty** at its core is **simple yet versatile**: we reinterpret current **make-up trends** to offer a **fresh and decisive allure** to bring out **the best in our latest generation formulations**, all faithfully **Made in Italy**, while at the same time selecting the most sought-after textures and color shades, ranging from **the sophisticated to the eclectic**.







They say about it:

"Right from the first swatch I was really impressed. Uniform application and full range of colors, whether lighter or darker. I've tried many liquid lipsticks of various brands, some very expensive ... now I've found a dark liquid lipstick that stretches perfectly. Trust me, that's very hard to find" Letizia

## LIQUID LIPSITCK



A **lipstick** that seduces from the moment you **first apply it: a creamy, light texture** on first **contact with the lips**, super **matte and comfortable** once dry. **A veil of strong, intense, long-lasting color...** and **it's kiss-proof**. 12 color shades that come in **elegant bottles** with an ergonomically-shaped applicator. The **elongated shape** guarantees **optimal product flow** while the sponge applicator is perfectly adapted **to the lips ensuring** a super precise and even application: **the tip is ideal to define the corners of the mouth** and the Cupid's bow while the widest part allows for excellent color release to give a **uniform and defined final result**.





They say about it:  
"The mascara is TOP! FABULOUS! MY FAVORITE! It's already running out as it's my go-to mascara to save my lashes! I have a dozen other mascaras in my drawer but this one beats them all hands down!" Irene



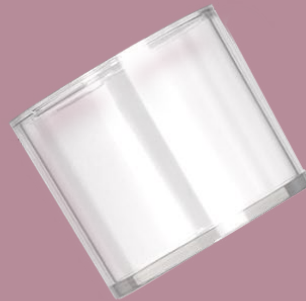
## DEVIL LASHES MASCARA



Password: **ULTRA**. Exaggerated **volume and length**, defying expectations: **Devil Lashes Mascara won't disappoint**. It uses powerful allies to create the “**wow**” **effect: carnauba wax** to guarantee individual **eyelash definition** and **extra length and polymers** that make for **a sensational hold**. The curved-profile brush allows you to follow the **natural curvature of the eyelashes** and **its slim shape and softly pointed tip enable you to capture them all in a single brushstroke**, from base to tip. In addition, the brush's **short fibers** ensure **the eyelashes** come into contact with the bulk deposited on the inside of the applicator: **the secret of enhanced color release**.

**Ultra-black, ultra-intense.**





They say about it:  
"Covers and moisturizes well and therefore perfect for my skin.  
I really like the texture" Giada

## MARSHMALLOW FOUNDATION



If you have **multiple foundations** in your **beauty case** to meet every need or occasion, **this product could provide you with the perfect solution.**

Its **versatile** and **innovative texture**, based on “**build-up**” **technology**, allows you to “**build**” the **desired level of coverage**, offering both an **opaque** and **long-lasting finish**. Thanks to the use of a texturizer with **high-absorbency and a carefully selected powder**, this **foundation** meets **a range of needs**. But more than that, the formula is also rich in ingredients that **care for the skin**, such as a **plant-derived emulsifier, humectant substances, wax blends, vitamin E** and other moisturizers, **emollients and antioxidants** which all help **to keep your skin soft and supple.**







They say about it:

"This powder has become my favorite in my entire make-up collection, I found that it fixes well without weighing me down and it smoothes the pores" Giusy

## COMPACT WHITE POWDER



**The trick is there... but you can't see it.** A textured **optical white very thin powder** that when applied to the face with a light touch it becomes **absolutely transparent**. As a base or for **a finished look to fix make-up**, however, the result is **clearly visible: homogeneous and velvety skin like silk**. A product with **uniforming power** that also **works beautifully on dilated pores and small imperfections**, minimizing them, it is also suitable for oilier skins thanks to **the presence of a light talc which ensures a opaque finish with a translucent effect**.





They say about it:  
"This compact foundation has a fabulous formula. It ensures high coverage and is imperceptible on the skin" Sofia



## COMPACT FOUNDATION



Too many **bulky sponges jostling** for space **in your beauty case?** Then our **compact foundation** is the perfect solution for you! Its **unique packaging** features an automatic mechanism that ejects the **sponge applicator**. With its **high-coverage formula**, you can **hide any skin discoloration** or imperfections very effectively. And sports enthusiasts won't need to worry about reapplying the foundation: **its water, and sweat, resistant formula** will allow you to have a **perfect skin at all times**.





They say about it:

"I am in love with this lipstick. It is uniquely creamy and has crazy color release; with just one swipe my lips are completely full of color" Fabrizia

## LIPSTICK



Looking for a **lipstick** that **not only colors** your lips but also **cares for them?** **Then this product is for you.** We have combined a selection of **emollient and regenerating ingredients, including vitamins A + E**, with antioxidant, **rejuvenating, anti-aging**, moisturizing and **protective properties** that also **fight free radicals**. Upon application the **texture is rich and creamy**, releasing a fine and **compact film** that perfectly adapts to the movement of **the lips to give a well-defined result**. What's more, **the lipstick** delivers a **high-color yield** and a finish with **a hint of a shine**.





They say about it:  
"I've never found a pencil that blends in so well; I always use it instead of eyeliner, blending it with a brush" Rebecca



## EYE CONTOURING PENCIL



Our **eye contouring pencil** is the **ideal product** for anyone who likes to **blend their eye make-up** and create effects such as **smoky eyes**. Thanks to its **super-soft formula** and the presence of **mineral-based powders** such as **zeolite**, it is easy to blend and provides **full color** and **a long hold, lasting up to 8 hours**. This **pencil is perfect** for anyone wanting to achieve **intense, long-lasting eye make-up** without having to worry about frequent touch-ups. Try it today and **discover how to achieve flawless eye make-up within minutes**.



ITALIAN RETAILERS





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# ITALIAN RETAILERS



**BECOME A PARTNER OF BESTCOLOR MAKE UP**

We have distributors elsewhere in Europe  
and also in the Middle East



## SELF-SERVICE DISPLAY



Latest generation display containing ample space for communication as well as presenting testers for the entire product range and items for sale. Comprising 6 shelves and offering around 24 display sections. Made of wood, metal and plexiglass.

**Size: 140x36x195 (h) cm**



## GENERAL TESTER DISPLAY



Latest generation display containing ample space for communication and presenting testers for the entire product range, including all color variants of each product. Comprising three sections: column, horizontal display panel and vertical display panel. Column made of metal and panels made of metal and plexiglass.

**Size: 75x67x150 (h) cm**





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