

TOTAL BRAND

TOTAL BRAND

PUSHING BOUNDARIES TOGETHER

MAKE-UP THE
DIFFERENCE



TOTAL BRAND

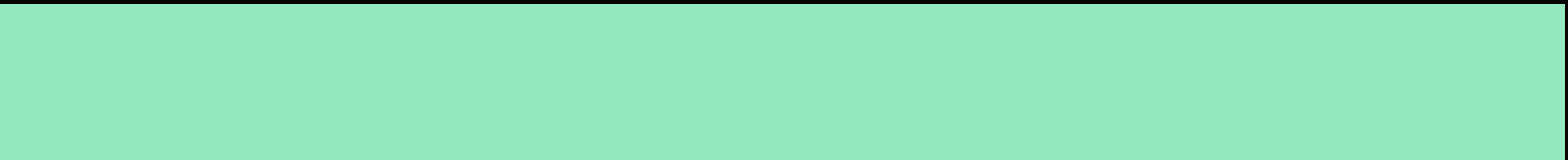


ABOUT US

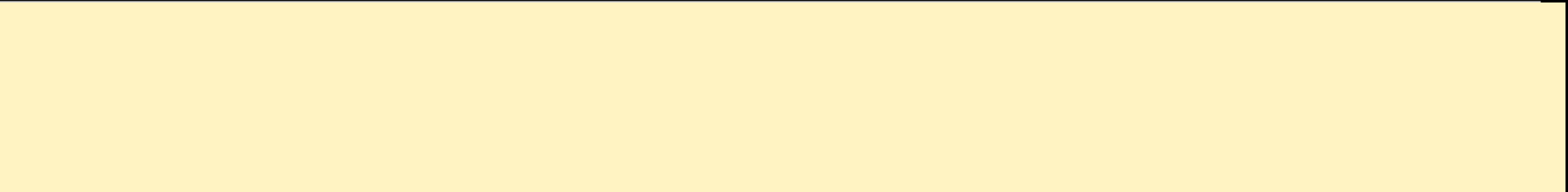
TOTAL BRAND implements structured offline rollouts in Italy for international beauty brands. Through phased, controlled market introduction, we build consumer trust and brand presence across diverse retail channels while maintaining brand integrity and consistency.



OUR NUMBERS



50 MLN GROUP REVENUES



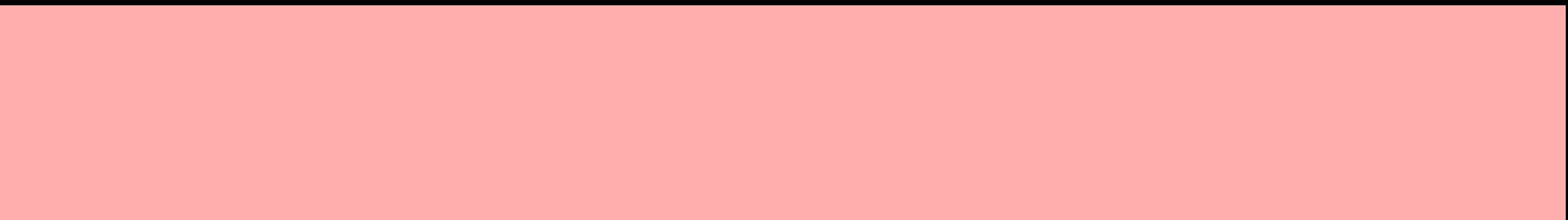
25 MLN PCS PROCESSED IN 1 YR



60% INCREASED REVENUE



75% BOOST IN SALES



4.85/5 CUSTOMER SATISFACTION

TOTAL BRAND

OUR VISION

We envision long-term sustainable growth for international beauty brands in the Italian market. Our commitment centers on quality, legitimacy, and strategic retail execution—building lasting brand presence through careful market positioning and unwavering dedication to excellence.



TOTAL BRAND

OUR MISSION

To be the trusted partner bridging global beauty brands and the Italian market. We deliver precision, compliance, and expertise in every partnership, ensuring brands achieve sustainable success through strategic retail execution and unwavering commitment to quality.



TOTAL BRAND

MARKET OVERVIEW — ITALY

Italy stands as one of Europe's most prestigious beauty markets, characterized by discerning consumers who prioritize quality, authenticity, and brand reputation. With a strong luxury heritage and growing demand for natural, ethical products, the Italian market rewards brands that invest in curated retail experiences and compelling storytelling.

PREMIUM HERITAGE

Deep-rooted appreciation for luxury and quality craftsmanship.

ETHICAL DEMAND

Growing preference for natural, transparent, and sustainable products.

CURATED EXPERIENCES

Shift toward storytelling and personalized retail journeys.



TOTAL BRAND

STRATEGIC APPROACH

TOTAL BRAND's market entry methodology is built on precision and sustainability, ensuring beauty brands achieve lasting success in Italy's competitive landscape.



CONTROLLED OFFLINE ROLLOUT

Phased market introduction through carefully selected retail touchpoints for maximum impact.

MULTI-TIER RETAIL SEGMENTATION

Strategic positioning across diverse retail channels from premium perfumeries to mass market.

CENTRALIZED MANAGEMENT

Full HQ alignment ensuring brand consistency and long-term market readiness.

TOTAL BRAND

CORE STRENGTHS

TOTAL BRAND's competitive advantages stem from deep expertise in the Italian beauty market, ensuring brands achieve sustainable growth through strategic execution and unwavering commitment to quality.



PROVEN EXECUTION

Demonstrated offline execution excellence in mature European markets.

BRAND PROTECTION

Selective distribution safeguarding brand integrity and market positioning.

RETAIL EXPERTISE

Strategic segmentation across diverse retail channels for optimal reach.

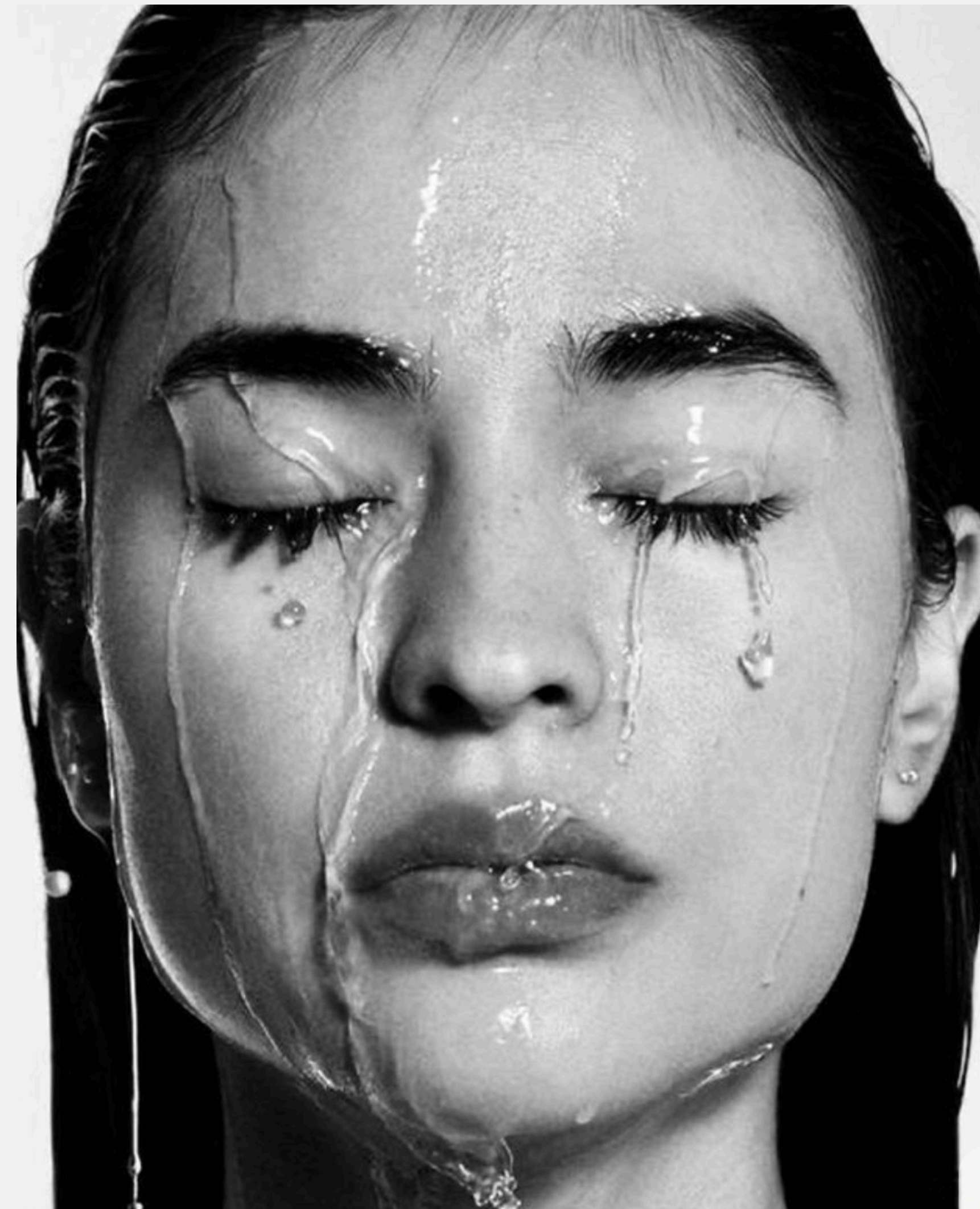
CENTRALIZED CONTROL

Unified management ensuring consistency and transparency across operations.

TOTAL BRAND

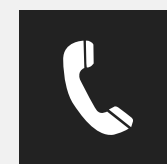
EUROPEAN MEDIATION ROLE

TOTAL BRAND is strategically positioned as a European retail partner, not a fast-fashion exporter. This approach minimizes cultural resistance and enhances brand legitimacy within the Italian market, ensuring sustainable growth.

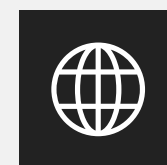


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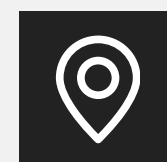
REGULATORY & COMPLIANCE EXCELLENCE



SPEED &
TRANSPARENCY



WWW.TOTALBRAND.IT



DIRECT INTERACTION WITH CUSTOMS AUTHORITIES
FOR SEAMLESS IMPORT PROCESSES



TOTAL BRAND

OPERATIONAL INFRASTRUCTURE

TOTAL BRAND operates with a fully integrated logistics system managing import, warehousing, and distribution. This ensures complete control over timing, stock levels, and execution quality across all retail channels.

LOGISTICS

End-to-end import, warehousing, and distribution management.

CONTROL

Full oversight of timing, inventory, and execution quality.

EXPERTISE

In-house cosmetologists and technical specialists.



TOTAL BRAND

ASSORTMENT STRATEGY

Our curated product management approach ensures every SKU serves a strategic purpose. We work in close alignment with global brand teams to build assortments that resonate with Italian consumers.



CURATED SELECTION

Flexible, strategic product curation aligned with brand identity and market demand.

HERO SKU FOCUS

Prioritizing bestsellers and signature products to maximize impact and consumer recognition.

DATA-DRIVEN EVOLUTION

Progressive assortment refinement based on performance data and market feedback.

TOTAL BRAND

MARKETING FOCUS

TOTAL BRAND implements a retail-driven, scalable marketing strategy developed in close collaboration with global brand teams. Our approach emphasizes visibility, consumer trial, and immersive in-store experiences that resonate with Italian consumers.

RETAIL-DRIVEN STRATEGY

Scalable campaigns focused on visibility, trial, and in-store experience.

GLOBAL ALIGNMENT

Joint planning with international marketing teams for consistency.

INFLUENCER ACTIVATION

Content and influencer campaigns aligned with global brand initiatives.

TOTAL BRAND

DATA DRIVEN BUSINESS

SELL OUT COMPREHENSION

Scalable campaigns focused on visibility, trial, and in-store experience.

GLOBAL ALIGNMENT

Joint planning with international marketing teams for consistency.

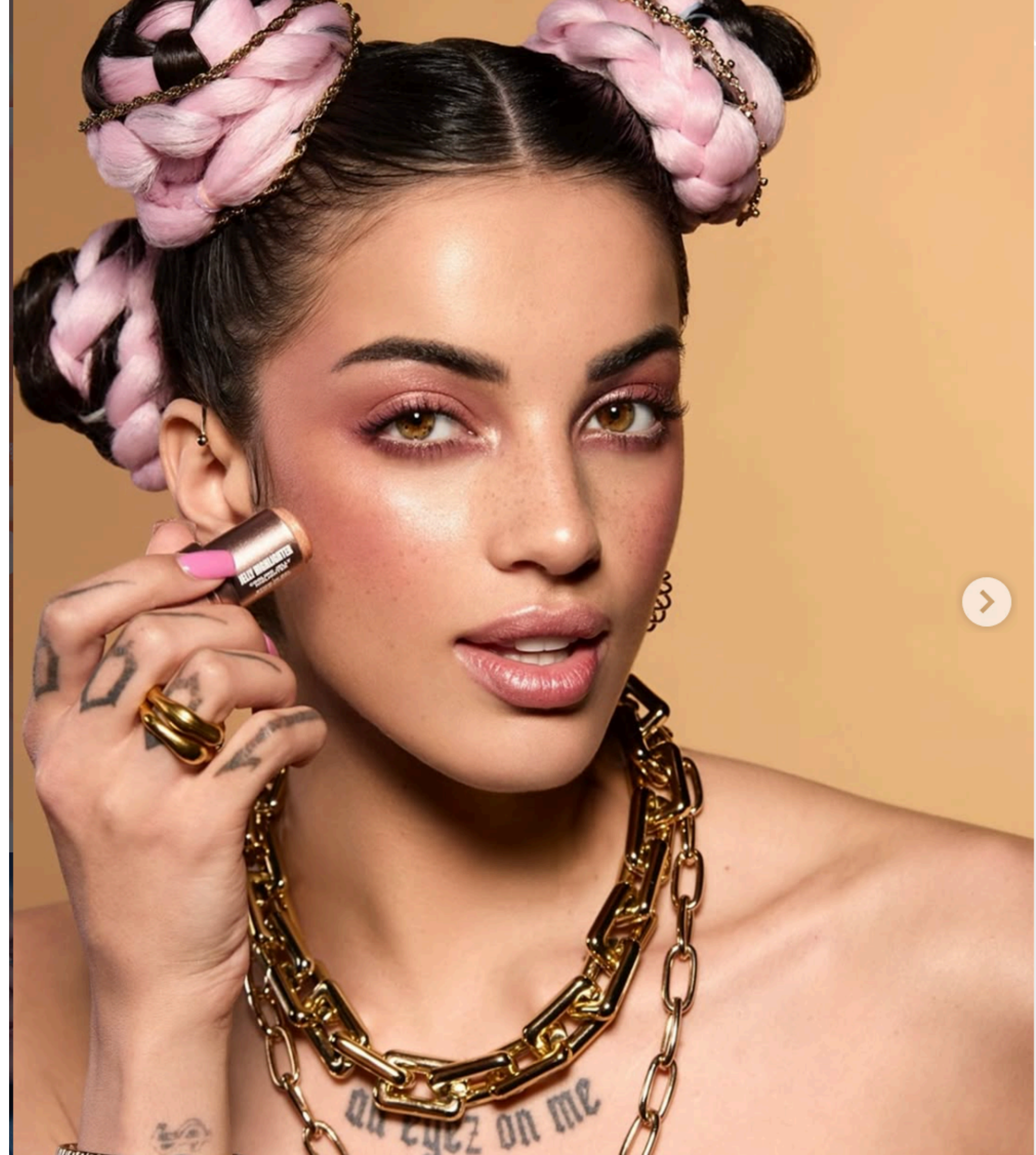
INFLUENCER ACTIVATION

Content and influencer campaigns aligned with global brand initiatives.

TOTAL BRAND

PARTNERSHIP MODEL

TOTAL BRAND ensures local execution is fully aligned with global brand strategies. We combine deep Italian market expertise with international consistency, creating seamless partnerships that respect brand identity while maximizing local market potential.



TOTAL BRAND

AMBASSADOR BRANDS

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SHEGLAM



LAYLA COSMETICS



CRUELTY-FREE INNOVATION



ITALIAN HERITAGE BEAUTY

OUR COMPANIES & SERVICES

The logo for Madicos features the brand name in a black, elegant cursive script. Below the name is a horizontal pink brushstroke. Underneath the brushstroke, the text "Made in Italy" is written in a smaller, black cursive font, followed by the Italian flag's tricolor (green, white, and red) in small squares.

MADICOS

Madicos is a leading company specialized in lipstick casting and cosmetic manufacturing for the world's most renowned make-up brands. Combining decades of expertise with advanced technology, it ensures precision, consistency and premium quality in every formula. Trusted by global leaders, Madicos stands for Italian excellence in beauty production.

The logo for Babette Cosmetics consists of a large, bold, black letter 'B'. To the right of the 'B', the word "COSMETICS" is written vertically in a thin, black, sans-serif font, with each letter on a new line.

BABETTE COSMETIC (PL)

Babette Cosmetics is our dedicated private label and contract manufacturing division, serving beauty brands worldwide. From concept to production, we deliver tailor-made solutions rooted in Italian craftsmanship, innovation and sustainability—turning every vision into high-quality reality.

TOTAL BRAND

OUR FASHION HERITAGE

OUR FASHION BRAND

PAGE 14



MUSEUM

Museum Beauty is the beauty line from the iconic outwear brand Museum The Original. Born from the same spirit of innovation and style, it blends fashion and beauty in a unique expression of identity. Each product reflects Museum's distinctive DNA - bold, contemporary and effortlessly sophisticated - bringing the brand's unmistakable attitude from the streets to the world of cosmetics.

TOTAL BRAND

OUR INTERNATIONAL COMPANIES AND PROJECTS

PAGE 14

PYNK LAY

Total Brand has strategically opened a branch in Las Vegas to enhance distribution across the U.S. Key advantages include:

- Optimized distribution processes for faster delivery and improved supply chain management.
- Proximity to major markets fosters better collaboration and responsiveness to demands.

Increased brand visibility in a vibrant city provides more engagement opportunities with customers.

PYK LAB

Babette Cosmetics is our dedicated division for private label and contract manufacturing, serving beauty brands worldwide. From concept to production, we offer tailor-made solutions rooted in Italian craftsmanship, innovation, and sustainability, transforming every vision into a high-quality reality. Our PYK line, produced in our laboratories in Italy and distributed in the USA, includes the king of the range: our LIQUID SUGAR fragrance.

TOTAL BRAND

DISTRIBUTION & PRESENCE

TOTAL BRAND's strategic distribution network spans premium retail locations and international beauty exhibitions, establishing a strong footprint in Italy's competitive beauty market through curated partnerships and flagship experiences.

RETAIL PRESENCE

Milan Central Station, DM Milano, and selective perfumeries across Italy.

EXHIBITIONS

Active participation in Beauty Istanbul and Cosmoprof Miami.

BEAUTY WEEK

Flagship stores and professional training during Milano Beauty Week.

TV & RETAIL

TV shopping channels and curated retail partnerships.



TOTAL BRAND DISTRIBUTION PARTNERS

and many more

NAÏMA

LUXURY PROFUMERY

:PINALLI

LUXURY PROFUMERY

TIGOTA

DRUGSTORE



ETHIC DRUGSTORE

OVS

DEPARTMENT STORE

PRIMOR

TRENDY PERFUMERY

ACQUA & SAPONE

DRUGSTORE

Q QVC

TV SHOPPING

TOTAL BRAND

PARTNER WITH TOTAL BRAND TODAY

As your trusted Italian distributor, TOTAL BRAND delivers operational excellence, regulatory precision, and deep market insight to ensure sustainable growth and brand legitimacy in Italy's competitive beauty market.



TOTAL BRAND SRL — MILAN, ITALY
DIREZIONECOMMERCIALE@TOTALBRAND.IT

