



mowan®








mowan®





01

A LONG LEADERSHIP STORY



Beginning back in 1930, our story is one of passion, creative talent, innovation and business success, starring several generations of hair stylists with a mission: to revolutionise the world of hair.

We have developed a new professional and managerial awareness built upon everyday success in the salon, a winning experience in terms of training offered to leading companies in the sector, and a great ability to listen to the hair stylists we work with in the distribution of top brands. All this led to the creation of the 'Images' brand, which went on to become 'Create Images'.

A business established to meet the needs of hair stylists and their visionary desire to grow and express themselves at the very highest levels, whilst ensuring substance, simplicity and ongoing improvement in their everyday work.

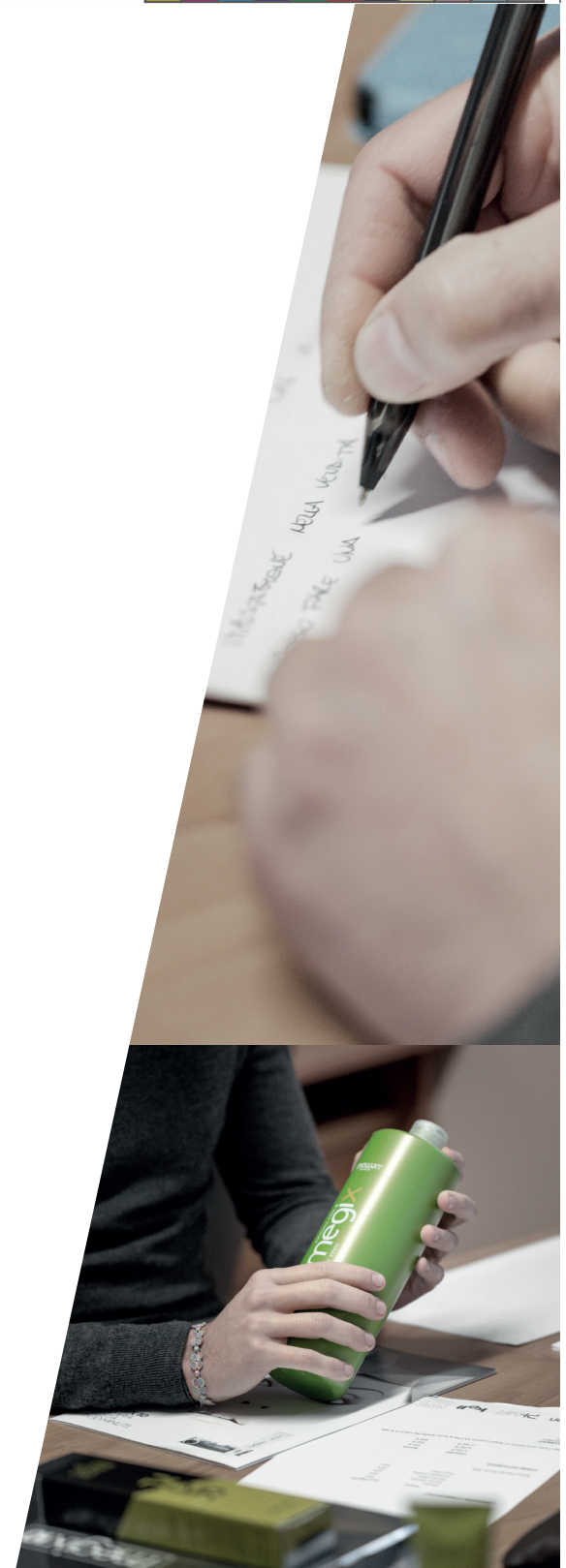




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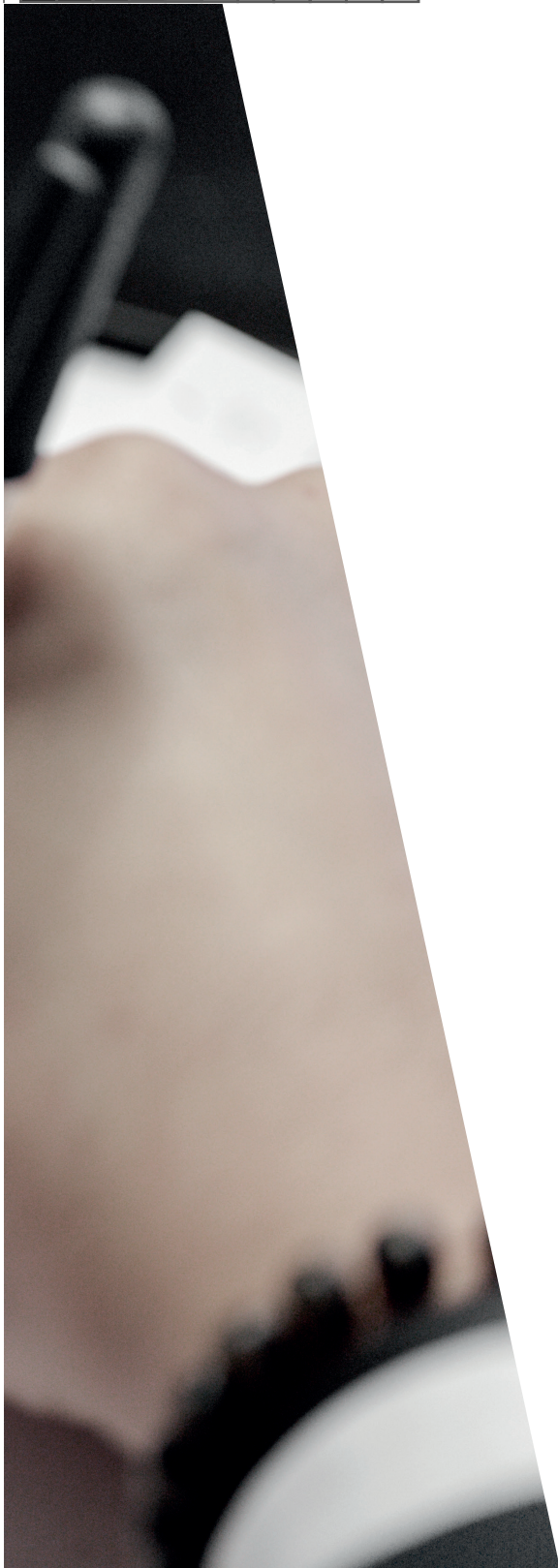
After forty years of leadership in the sector, in 2011 a growing desire to look to the future led to the establishment of Mowan: 'More, Well, New'.

The project is the expression of an unstoppable desire to enhance our offer, fuelling innovation and the quest for excellence at all levels. The spontaneous harmony of ideas, visions and professional skills in different fields, ranging from raw materials to production and from training to sales, has led to the creation of a unique working method and a complete offer for the various players on the market. A revolution that - right since its inception -- has always garnered enthusiastic feedback, marking a strategic step forward for the new generations.









02

OUR VALUES

Mowan's uniqueness on the scene is also a consequence of its outstanding values, which are at the core of its whole activity.

It displays an unconditional passion for authenticity, a real love of excellence in every detail, a strong focus on professionalism and, above all, a natural inclination for the human side of things. Substance, honesty and loyalty are fundamental aspects for the company and play a crucial role in every new project.





03

MOWAN'S MISSION AND VISION

Mowan's mission is to always surpass expectations thanks to its ongoing quest for inspiration, creative innovation, ethical behaviour and environmental protection.

This means being a sound and reliable reference point for its partners, always focusing on their needs and constantly developing new services to exploit the full potential of every salon. Mowan is forever exploring new paths, facilitated by its expertise in raw materials, production, sales and training. The Mowan team is consistently on the front line when it comes to discovering unexplored, innovative and successful courses to be followed: it is part of that world-renowned Italian talent, finding new answers and solutions, and testing their reliability and effectiveness in advance to ensure their success.

Mowan's vision consists of the desire to always make a difference on the market, making the most of the synergy existing between its various strong points: a meticulous selection of raw materials, an exclusive production, an effective and extensive sales network, high professional training standards, and ongoing research and development. Mowan therefore aims to become the fundamental, sole contact of those salons aiming for success through substantial development and effective and efficient operating systems.







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STRATEGIC POSITIONING

Clients who choose Mowan have a strong vocation for growth and innovation.

They are professionals who want to look beyond what's ordinary and wish to embark on a course that will lead to the tangible growth of the salon and successful development of their business.






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THE IDEAL PARTNER FOR GROWTH



Mowan is the perfect partner for those seeking the highest levels of reliability and incomparable expertise. It can guarantee an impeccable, 100%-complete service, able to cater to all kinds of requirements.

Thanks to its production, sales and training know-how, Mowan does not limit itself to salon solutions, but works alongside distributors as they develop, enabling them to take on a constantly evolving market. To this end, Mowan offers managerial skills that are typical of a competitive modern business, solid training plans for next-generation distributors, and business development strategies in partnership with the Mowan brand.









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SURPRISE THROUGH INNOVATION

Real innovation is something more than mere evolution. It is a question of surpassing expectations and surprising people with a real leap forward in the sector.

This kind of turnaround is only possible by focusing strongly on research and development. The salon itself is the spark that ignites ideas and provides tangible ideas upon which to work. The research therefore focuses on the needs of the client and the salon, aiming to ensure the highest standards, starting with the meticulous selection of innovative raw materials and finishing with an end product that represents a real strong point in terms of originality and added value. Mere production rationalisation is therefore replaced by a new drive for research, which develops targeted responses designed to meet real needs in the sector, ensuring outstanding results and extraordinary performances.





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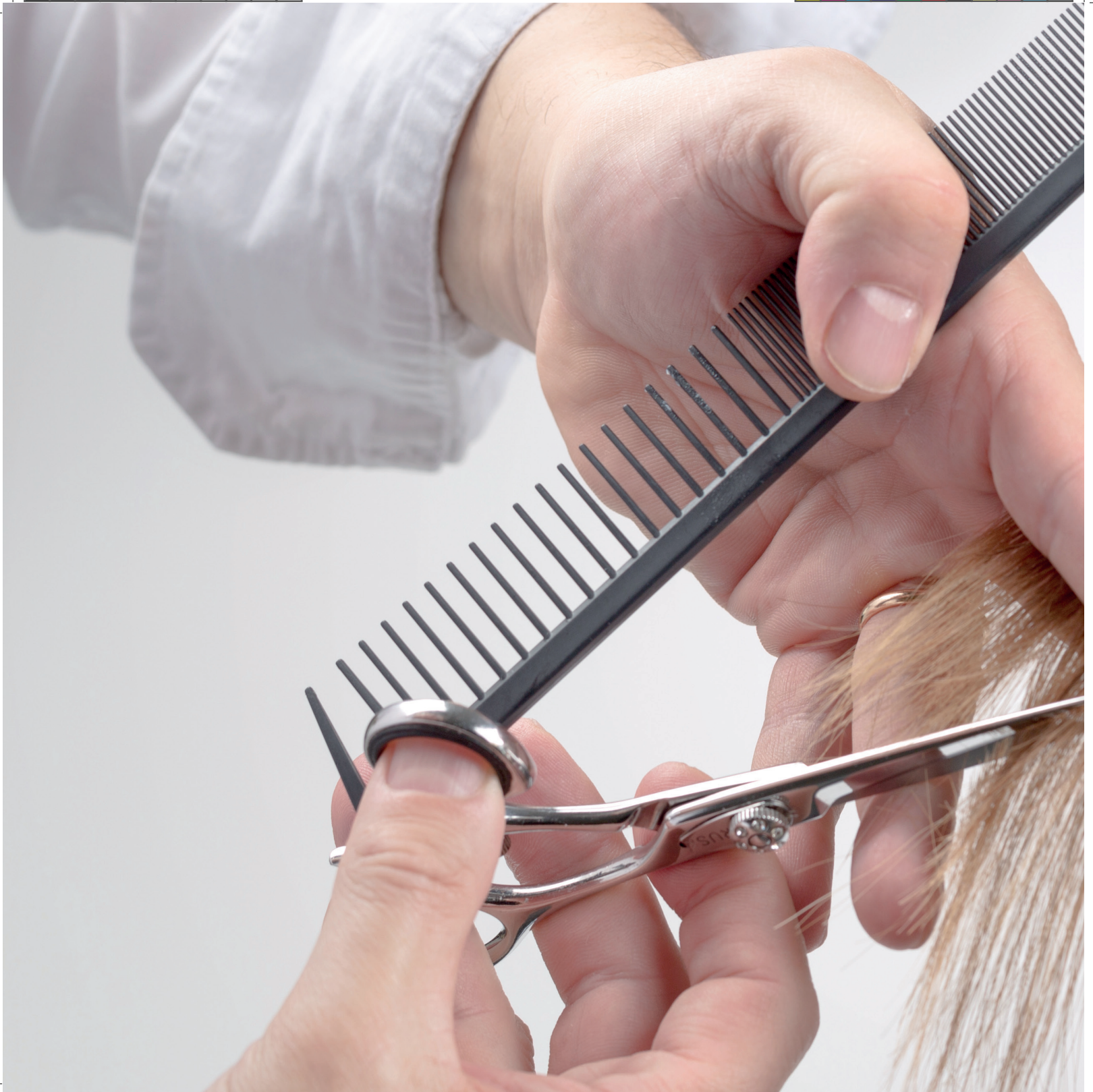
A QUALITY-CENTRIC APPROACH

Quality is a fundamental aspect for Mowan, an absolute value that is first and foremost certified by its clients.

Because of this, before new products and services are launched, they are put before carefully selected experts in the sector, who test their characteristics and performance in the salon, developing new procedures, interpretations and innovative processes even before they are officially launched on the market. Overcoming the limitations of the traditional approach in order to improve constantly, day by day, is the philosophy adopted by salons that choose Mowan: speed, simplicity, sustainability and an awareness of the need to protect health are concepts rooted in the quality logic that provides the grounds for every new product. However, quality also means being able to rationalise the hair stylist's working process, providing the ideal tools to achieve the best possible performance in the shortest possible time, while ensuring healthy hair and a healthy working environment.









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TRAINING FROM MOWAN

Mowan Education is much more than a top-quality training course for the best salons. It is an authentic hair culture, which allows professionals in the sector to learn all the necessary skills for expressing their creative and technical potential to the full.

Tools and advanced techniques, fashion and style secrets, team motivation skills and managerial abilities are fundamental to this business. These are the key elements any salon needs to achieve excellence.

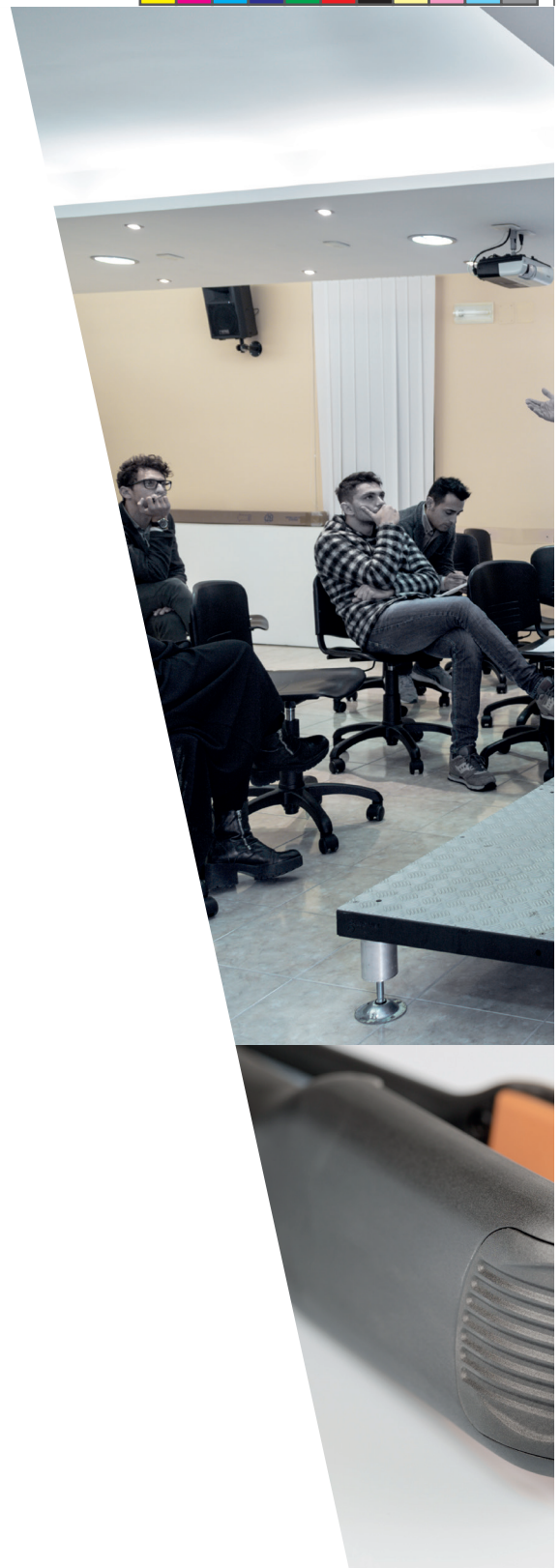


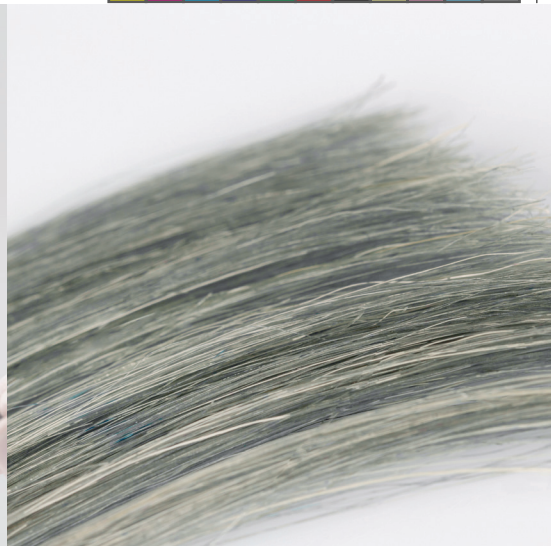


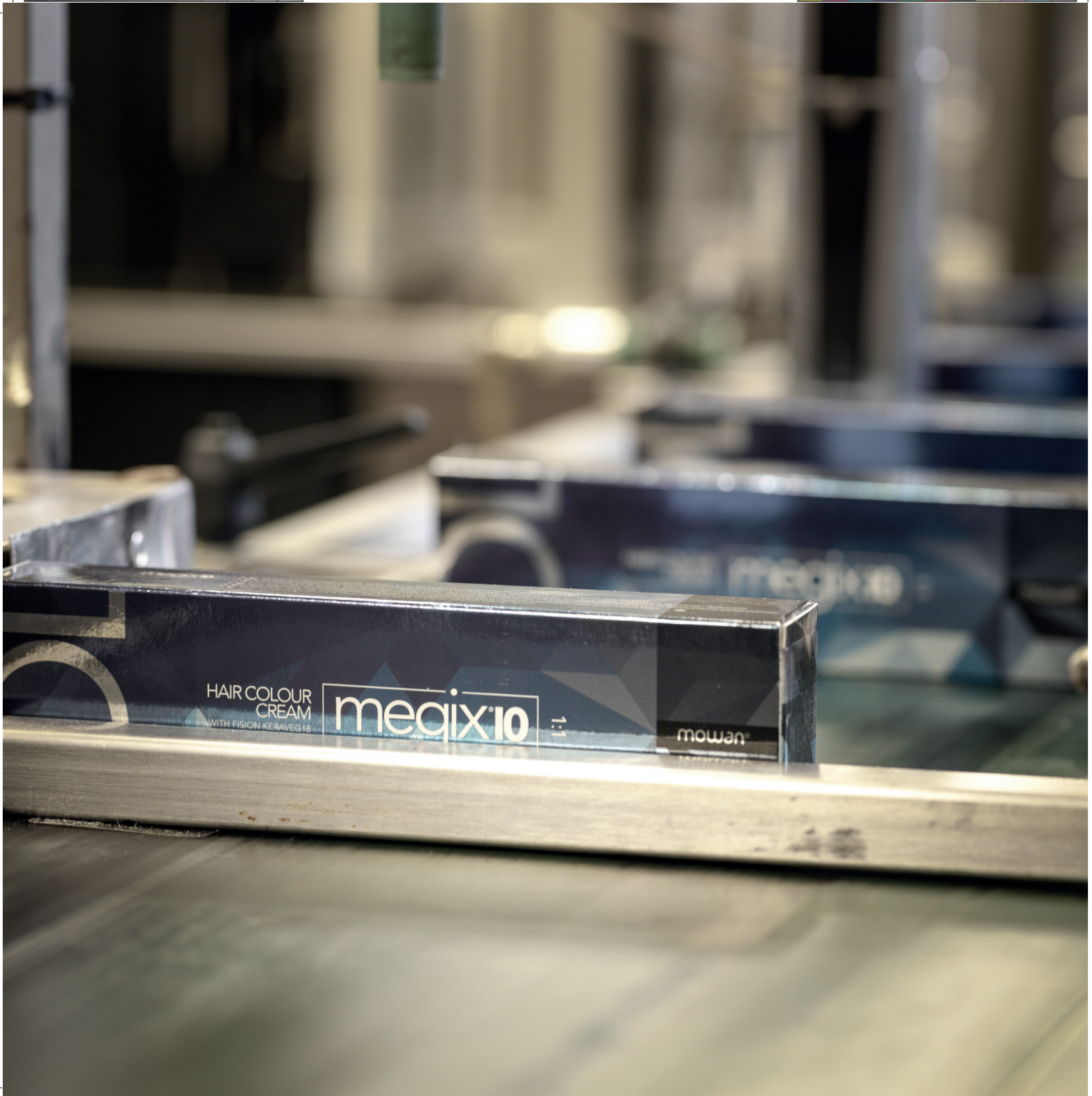
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However, the possibility to come into contact with the best international teams in the sector is no less important, as it provides an opportunity for sharing knowledge and expertise and being one step ahead in discovering the latest trends and most innovative techniques.

Mowan Education is therefore the winning path every salon must follow if it wants to occupy centre stage, driving change and introducing the latest new international trends.





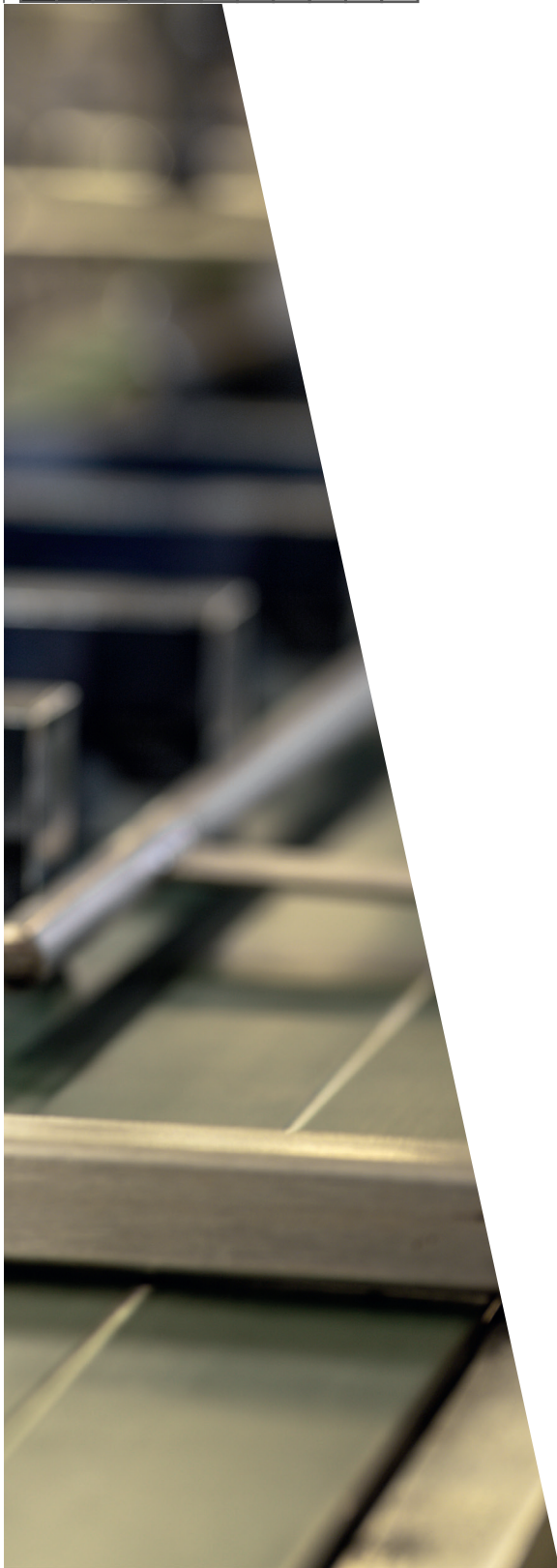


HAIR COLOUR
CREAM
WITH FISION KERAVERG 18

megix 10 1:1

mowan





09

EXCELLENCE, FIRST AND FOREMOST

Mowan sees excellence as an indispensable value, which provides the basis for a revolutionary working method, comprising numerous tools, sophisticated products and cutting-edge technology.


Luxury is all about simplicity, guaranteeing a perfect balance between top performances and total rationalisation of salon operations. All this makes it possible to put forward new services and optimise operation times to ensure that customers are fully satisfied, their hair as healthy as can be. Delicacy, efficacy, simplicity and beauty in a single method - this is the secret to the success of Mowan's creations: Phair, Megix 10, Megix Oil.





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THE VISIONARY SALON



Investment in research, top-quality formulas and a winning method are not the only secrets behind Mowan's success as a business partner. The 'Visionary Salon' concept also plays an important role.

From the initial design to the final display layout, including a complete professional and business training, Mowan works alongside hair stylists in building their new vision of the salon, concentrating on productivity, marketing, customer service and consultancy, while also studying those merchandising tools that will help develop the retail side of the salon and achieve significant sales results.









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AN INTERNATIONAL SUCCESS STORY

A unique business like Mowan could not but operate on an international level, working hard on a daily basis to promote Italian excellence abroad.

This demonstrates the brand's sound reputation and its ability to respond promptly and effectively to the diverse cultural requirements of the numerous countries in which it operates. The Asian market is certainly one of the most interesting. Mowan is present in Korea and has developed a number of high-performance products by contributing its technological expertise and striving for excellence. The design flexibility offered by the creation of an international colour palette is another advantage that has led to the development of a unique, universal colouring system, able to respond effectively to the diverse requirements of different ethnicities.





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Mowan covers various areas around the world, including Indonesia and Singapore, as well as the Netherlands back in Europe, where it has an extensive network of 300 affiliated salons. It is also present in Scotland, the north of England, Spain, Germany, the Czech Republic and Cyprus.

Its most recent key 'conquest' is Russia, where a prestigious space has been dedicated to Mowan, representing a real feather in the cap for Italian excellence. It is also garnering plenty of acclaim in the far north of Europe, where Mowan is already present in Finland and Denmark, both countries known for their environmental awareness and which have awarded Green certification to the company for its sustainable approach. What is more, it operates on other key markets such as Israel, Australia, Iran and, obviously, the USA, where three prime salons in the famous Beverly Hills fly the flag for Italian production with pride.





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WHAT PEOPLE ARE SAYING ABOUT US

The most important thing for the Mowan team is receiving daily confirmation that our staff's tireless hard work is providing our clients with complete satisfaction, leading to the development of tangible tools that enable salons to grow and meet the requirements of those working in the sector. This commitment was rewarded at Cosmoprof 2014, when Phair was named 'Cosmoprof 2014 innovative product', recognising its revolutionary technological and practical characteristics. This is just one of many examples of the daily acknowledgements we receive from our clients, whose esteem is priceless to Mowan and provides the company with a real driving force.

"I just want to say thanks for having had the opportunity to experience this magical colour"

Brett Hannan - Australia

"I am excited to have discovered such a revolutionary product, both for me and my customers"

David Jackerson - Scotland

"I never placed much importance on colour before seeing what I could get from this product"

Maxx Mahdieh - U.S.A.

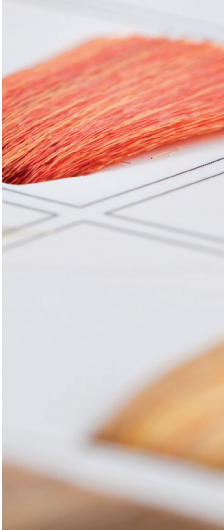
"My customers' smiles when I suggest trying certain innovative products bodes well for the future of my business"

Patricia Van Der Tol - Netherlands

"I choose Mowan. Not only because its products are amazing, but also because of the focus it places on the environment"

Angela Vanacore - Italy









THE MOWAN TEAM





01

**SALVATORE
CESARANO**
C.E.O.



02

**MAURIZIO
CESARANO**
Export Manager



04

**MAURIZIO
LOMBARDO**
Brand Manager

05

**MARIAGRAZIA
LAGROTTERIA**
International Head Technician





03

**DARIO
CESARANO**
Sales Manager

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**THE SALES
TEAM**





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Concept, Design and Photo: HUB - wearehub.it





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