



THE POWER OF BIO EXTRACTS FOR YOUR HAIR

Made in Italy



About Who We Are

Target is a firm with twenty years of experience in development of beauty concepts for private labels. We proudly announce the launch of our new brand Reistill Hair Care.

A clear and thorough knowledge of today's clients' expectations, as well as a strong relationship with best Italian beauty manufacturers, allow Target to create tailor-made solutions for its customers.

Target works by combining high quality products with innovative products of Professional Beauty Market and Retail Market demand.





Market Environment

"Hair care is again one of the most dynamic beauty and personal care category. It witnesses a huge expansion over the last 3 years reaching a volume of almost 18 billion units in 2018 for a 19% growth rate"

MarketLine reports

"Hair care is the largest category in value terms and one of the most developed within beauty and personal care, representing 18% of overall value sales"

EuroMonitor reports

"The importance of sophisticated and highquality products increased, including hair care remedies with non-hair care benefits"

EuroMonitor reports



Mass Market & Middle Market Brands





















Selective Retail & Semi Professional Brands























Mass Market & Middle Market

Advantages of Mass Market & Middle Market Brands

- Good representativeness in points of sales (it is sold everywhere)
- Broad coverage in International Press and massive TV advertisement
- Brand awareness among target audience is very high
- Affordable/low price
- Very strong trade-marketing support in points of sales (promotions, cross promotions, sales, points of sales brand ing etc.)

Disadvantages of Mass Market & Middle Market Brands

- Conventional type of formulations (ingredients)
- Limited assortment does not respond to consumers' needs
- Low quality and effectiveness
- "Already tried before" perception by consumers





Selective Retail & Semi Professional Brands

Advantages of Selective Retail & Semi Professional Brands

- Very strong emotional concept
- Luxury packaging
- Seasonal Collection (images, new products etc.)
- Broad coverage in International Press
- Good representativeness in points of sales
- Brand awareness among target audience is very high
- Wide range of products
- High effectiveness of all products

Disadvantages of Selective Retail & Semi Professional Brands

- Very high prices for products
- Conventional type of formulations (ingredients)
- Quality does not always correspond to price



Strategic Positioning of Reistill Hair Care



Reistill Hair Care is born on the edge of three big trends on beauty market: Fashion&Beauty / Health&Safety / Professional&Effective



Effortlessly beautiful and healthy hair





Strategic Positioning of Reistill Hair Care

Competitive Advantages of Reistill Hair Care

- Very strong BIO concept
- Well-defined target audience (people who care about safe & natural beauty concept as well as fashion concerned)
- Premium class packaging
- Strong Fashionable Imagery
- Marketing Support
- Reasonable correspondence of price and quality
- 100% made in Italy product





Target Audience of Reistill Hair Care

- Modern Woman (25-55 ears old)
- She lives in a city
- She cares about her appearance and fashion
- She is health-conscious
- She is an active user of contemporary means of communication (internet, social networks etc.)
- She loves shopping / she buys fashion clothes
- She is doing some sports, care about healthy food
- She works or she has her own business



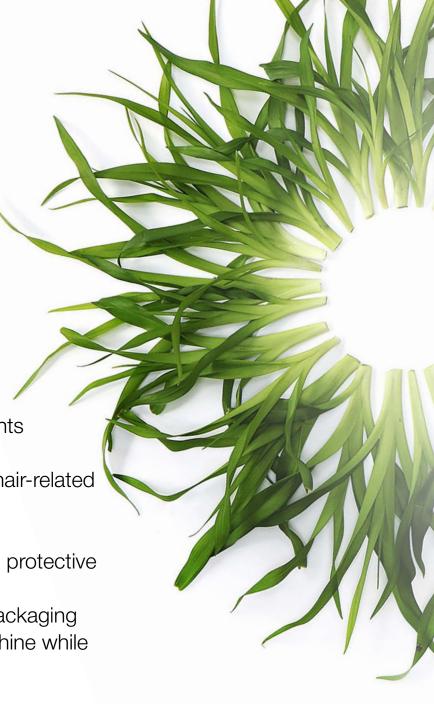


Target Audience of Reistill Hair Care

Target Audience Demands and Requirements

The Hair Care Products are supposed to be:

- Safe and skin-friendly
- Silicon and Paraben Free
- Contain Natural and Organic Ingredients
- Effective
- Designed for different hair types and hair-related problems
- Contain argan oil
- Contain oils with different treating and protective features
- Packed in convenient and beautiful packaging
- Multifunctional (smoothes and adds shine while providing color fading protection)





Reistill Communicative massage

Reistill Hair Care is formulated:

Paraben Free

SLS Free

Nickel Tested



www.targettime.com



Key ingredients & benefits

"The formulas that bring real benefits to the hair, and create a beautiful and natural look"

We took bio extracts, organic argan oil, keratin and Silk Protein complex as the basic ingredients for their proven quality on the professional market

Reistill

Key ingredients & benefits



Sweet almond and honey BIO extract. Penetrate the hair shaft to invigorate the follicles and protect them from being damaged.



Oat and ginger BIO extracts. Provide manageability and volume, leaving hair with luster and shine



Helichrysum and Green Tea BIO extracts. Repair the hair shaft, provide anti-oxidant and anti-age effect



BIO argan oil. Restores shine and softness. Like in Shampoo/ Conditioner, Hair Serum Repair Essential for blonde hair and Liquid Crystal.



BIO extracts of black current, red vine and raspberry. Provide color protection and antioxidant action, restore moisture, brilliance while improving elasticity. Like in Colour Safe line for treated and coloured hair.



BIO extract of Artemisia. Supports curls, conditions and moisturizes.



BIO extract of orange flowers. Detangles, restores shine and energizes.



BIO Extract of rosemary and malva. Prevents dandruff.



BIO extract of ruscus and thyme. Removes excess sebum from the surface of scalp and leaves the hair fresh and rebalanced. Like in Shampoo Anti-Greasy hair.



BIO extract of horse chestnut. Improves shine, strength and smoothness.



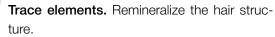
BIO extract of hops. Soothes scalp and infuses moisture.



Wheat proteins. Relieve scalp tension and provide soothing effect.



BIO extract of mallow. De-stresses while moisturizing, refreshing and rebalancing the scalp.





Placental protein extracts. Pamper and revive weak lifeless and treated hair.



Silk Protein Complex

Silk Protein Complex is a signature Reistill ingredient that penetrates and strengthens damaged hair. Its carefully researched formula provides you with a perfect combination of amino acids, vitamins and sealants that make hair silky, smooth and vibrant!

Silk amino acid stimulates the cohesion of the cuticles reinforcing the hair structure thus offering extra protection and ultimate shine without weighting the hair down. It links hair fibers to improve elasticity and restores moisture balance.

The ultimate Reistill resource for beautiful hair

Sifk Hair line



NEW PRODUCTS





Thermo-protector Extreme Protection Leave-In Spray

For all hair types 150 ml

Just like it takes the right foundation to create a flawless make-up, using the right hair product will allow you to create great hairstyles without damaging your hair.

If you use hairdryer or straightening irons every day, your hair's structure can be damaged and you end up with dull brittle hair that's prone to breakage and split ends. As natural moisture and nutrients are not locked within adequately, not only hair does become dryer, rougher, more tangled, hair color also starts to fade.

This year Reistill Laboratory presents a perfect thermal protector for all hot tools' lovers. Enriched with thermoactivated siliconized Sesame Proteins, it coats your hair's strand creating a heat barrier to protect your hair from heat damage. Spray it on wet hair, do not rinse off and style as desired. We guarantee you healthier and shinier locks!



Key ingrefients:

Sesame proteins – rejuvenate the damaged hair Polymer chains – activated by heat, form protective film that wraps the hair shaft and provide a barrier effect that:

- Protects hair form drying
- Prevents split ends
- Softens and detangles



NEW PRODUCTS







Blonde Creator Anti-Yellow & Brightening Shampoo and Conditioner

For all hair types 250 ml

For those who love bleached hair or have naturally light blonde hair Reistill Laboratory presents a perfect set for your haircare routine to help you maintain your hair color vibrant cool and salon fresh – Blonde Creator Shampoo and Conditioner.

These two perfectly neutralize yellow undertone and dull brassy color after the first wash, leaving your hair refreshed and naturally shiny.

Adding a purple shampoo just once a week instead of your everyday shampoo is all you need for hair that is refreshed with vibrancy and blonde that is back to bold. Use an anti-yellow conditioner after using the purple shampoo to lock the color in. They also work well on grey or white hair.



Key ingrefients:

Rice Protein – nourish and softens the hair Pro-Vitamin B5 – gives body and vitality to the hair Organic Aloe Vera – provides intense hydration

NEW PRODUCTS





Blonde Creator Anti-Yellow & Brightening Shampoo and Conditioner

For all hair types 250 ml

How to use tips:

- For those who want to maintain in-salon blonde service daily and neutralize yellow tones without shifting the color use once per 7-10 days, processing time 30-60 seconds
- For grey and white hair that needs a subtle silver shift or clients with light bases that want to kick brass use twice a week, processing time 2-3 minutes.
- For pre-toning and instant purple shade use shampoo and conditioner twice a week with processing time 5 minutes and more, depending on the required color intensity.

Hairline

TREATMENT DAILY







Nutritive and Repairing Shampoo 250 ml

1st step in your every day hair care routine. Formulated with organic extracts of sweet almond and honey to penetrate the hair shaft and protect it from damages. Silk Protein Complex restores moisture level leaving the hair shiny and healthy looking



Nutritive and Repairing Conditioner 250 ml

2nd step in your every day hair care routine. Enriched with organic ingredients and mineral complex this conditioner replenishes and detangles normal to dry hair, leaving it soft and shiny without weighting it down



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Sweet almond extract and honey.

Penetrate the hair shaft to invigorate the follicles and protect them from being damaged



Silk Protein.

Restores moisture levels

VOLUME PLUS







Volumizing Shampoo

For all hair types

250 ml

This lightweight shampoo will boost naturally fine hair to extreme height. The unique blend of organic ginger and oat extracts, minerals and vitamins makes hair look soft and shiny, manageable and voluminous



Volume Water Spray For all hair types

200 ml

Volume Water Spray provides lightweight and touchable hold for fine hair, leaving it shiny and voluminous. Enriched with wheat protein it reinforces and supports fine hair for fabulous hairstyle



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Oat and ginger extracts.

Provide manageability and volume, leaving hair with luster and shine



Silk Protein.

Provides movement without weighing down the hair

VOLUME PLUS

Reistill®

FINE AND THINNING HAIR



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Double Volume Booster

For all hair types 125 ml

This lightweight oil in contact with hair turns into liquid that thicken the diameter of each hair strand, leaving the hair full of volume and texture. It allows to create voluminous hair styles without any effort. It doesn't weigh your hair down or make it greasy. Result: hair is easy to manage and full of volume.



Aloe Vera rejuvenates the hair with its own nutrients, giving it more elasticity and preventing breakage. It also acts as a great conditioner and leaves your hair all smooth and shiny.



REPAIR ESSENTIAL



BLEACHED AND DAMAGED HAIR



Repair Essential Shampoo

250 ml

Its gentle formula is ideal for everyday care for dry and damaged hair due to its powerful anti-age and anti-oxidant ingredients. Helichrysum and green tea help to restore the hair shaft while argan oil makes it soft and silky



Repair Essential Conditioner

250 ml

Repair Essential Conditioner is formulates with argan oil and organic extracts to infuse moisture into hair, repair dry and damaged hair without weighting it down. The hair reflects the shine and turns into precious fabric



Helichrysum and Green Tea.

Repair the hair shaft, provide anti-oxidant and anti-age effect.



Argan oil. Restores shine and softness.



Sifk Hair line

Silk Protein. Restores moisture level.



REPAIR ESSENTIAL



BLEACHED AND DAMAGED HAIR



Anti-Frizz Serum

125 ml

An intensive treatment enriched with keratin and argan oil creates a shield over each strand and protects hair's natural properties, leaves it hydrated, soft and shiny



Ultra-Rich Repair Mask

300 ml

The creamy reach texture of this mask deeply nourishes and replenishes the hair from roots to ends thanks to argan oil and silk protein complex. It restores elasticity, shine and manageability



Helichrysum and Green Tea.

Repair the hair shaft, provide anti-oxidant and anti-age effect.



Argan oil. Restores shine and softness.



Sifk Hair line

Silk Protein. Restores moisture level.



COLOUR SAFE

COLOUR TREATED HAIR





Colour Safe Shampoo 250 ml

This gentle color safe shampoo cleanses the hair without washing out the color, while adding moisture, brilliance and elasticity



Colour Safe Mask 300 ml

This velvety and soft formula helps restore brilliance and elasticity to colored hair, while protecting it from damage and leaving it shiny



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Extracts of black current, red vine and raspberry.

Provide color protection and antioxidant action, restore moisture, brilliance while improving elasticity.

COLOUR SAFE









Colour Safe Conditioner Leave-In Spray

for colored and damaged hair 200 ml

Its innovative formula provides you with 10 benefits: color protection, deep hair damage repair, split ends prevention, defrizz and detangling action, intense nourishment, heat protection, natural volume, incredible shine, non-greasy formula. The key ingredient - precious Carthame Oil - brings to life even very dry and damaged hair. Result: Soft and supple hair full of shine and luminous color.



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Carthame Oil nourishes and penetrates hair follicles while protecting your hair from outside free radicals. It improves the circulation in scalp thereby stimulating hair growth.



NUTRITIVE DEEP

FOR CURLY AND DRY HAIR





Nutritive Shampoo 250 ml

Nutritive Shampoo helps to define curls and fights frizzy easily. It contains organic extract of Artemisia to support curls, condition and moisturize them. The organic extract of orange flowers helps to detangle, energize and return shine



Nutritive Conditioner 250 ml

This curl enhancing conditioning cream defines curls and returns elasticity of dry and curly hair. Fights humidity and gives curls optimal shine from roots to end



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Organic extract of Artemisia.

Supports curls, conditions and moisturizes.

Organic extract of orange flowers.

Detangles, restores shine and energizes.

Silk Protein.

Restores moisture level



NUTRITIVE DEEP







Curly Shaping Cream 125 ml

This lightweight cream adds moisture and curl definition as it seals the cuticle, taming frizz all day long. Detangles to reduce breakage from combing, also makes styling curls easier and helps maintain them longer while leaving hair soft and shiny



Intense Nutritive Mask

300 ml

IThis luxurious intensive mask reveals beautifully defined curls. Its reach and creamy formula based on organic extracts of Artemisia and orange flowers provides intense moisture for soft and shiny curls full of energy



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Organic extract of Artemisia.

Supports curls, conditions and moisturizes.

Organic extract of orange flowers.

Detangles, restores shine and energizes.

Silk Protein.

Restores moisture level



BRILLIANT PLUS







Brilliant Spray

150 ml

Brilliant Spray is a finishing touch that givVes a glamorous shine with a non-greasy finish. Infused with argan oil, vitamins and antioxidants it creates an invisible veil of luminous shine and protects hair from damages like sun, salt water and chlorine



Brilliant Serum

75 ml

Brilliant serum with argan oil delivers instant shine and long-lasting rejuvenation. Hair looks and feels healthier, silkier and extraordinary shinier. Ultra-light non-greasy formula penetrates the hair shaft and seals split ends



Sifk Hair line
PARABEN FREE - NO SLS - NICKEL TESTED

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Organic argan oil.

Restores shine and elasticity.

UVA and UVB protection.

BALANCE CURE



OILY AND FLAKY SCALP



Purifying Anti-Dandruff Shampoo

For dry and flaky scalp 250 ml

Gently eliminates dandruff while rebalancing flaky scalp. This purifying anti-dandruff shampoo leaves hair easy to style, soft, light and shiny. Contains natural extract of rosemary and hollyhock that helps to control scalp flaking and gives instant dandruff elimination and relief of itchiness.



Greazy Hair Shampoo

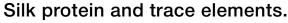
For oily hair and scalp 250 ml

Greasy Hair Shampoo is a clarifying hair bath for over active scalps prone to oiliness. Its purifying formula leaves the scalp feeling calmed and detoxified whilst hair is gently cleansed and left feeling naturally soft. Formulated with natural extracts of ruscus and thyme, it removes excess sebum from the surface of scalp and leaves the hair fresh, cleansed and rebalanced



Extract of rosemary and malva. Prevents dandruff.

Piroctone olamine. Prevents dandruff.



Reduce dandruff and bring relief from itchy scalp, excess hair oil and flakes.



Organic extract of ruscus and thyme. Removes excess sebum from the surface of scalp and leaves the hair fresh and rebalanced.





BALANCE CURE



OILY AND FLAKY SCALP



Stimulating Shampoo

For fine and fragile hair 250 ml

Stimulating Shampoo is specially formulated as an effective treatment from hair loss or hair thinning. Infused with organic extracts of horse chestnut and hops, it stimulates the hair growth and makes fragile hair left full of body, vitality and improves strength



Calming Shampoo

For stressed scalp 250 ml

Calming shampoo was formulated to treat flecking and itching scalp. A gentle formula that contains wheat proteins helps to relieve scalp tension and provides a long-lasting soothing effect



Organic extract of horse chestnut. Improves shine, strength and smoothness. Organic extract of hops. Soothes scalp and infuses moisture.

Wheat proteins. Relieve scalp tension and provide soothing effect.

Mallow extract. De-stresses while moisturizing, refreshing and rebalancing the scalp.

Trace elements. Remineralize the hair structure.





Reistill®

Keratin Infusion

Restructuring treatment

Keratin is second to none ingredient when it comes to hair reconstruction. Keratin is the structural component of hair and so can naturally bind strongly and repair damaged hair. This intensely rich and luxurious series reconstructs extremely dry, damaged and chemically treated hair, restoring its elasticity and brilliance treatment after treatment.

KERATIN INFUSION



RESTRUCTURING TREATMENT



Keratin Infusion Restructuring Shampoo

for fine hair 250 ml

This gentle shampoo, created by Reistill's Laboratories, is specially formulated for fine hair to leave it gorgeously smooth and manageable. The restructuring action of Keratin and Argan Oil nourishes and prevents brittleness without weighting the hair down.

Result: Restructured, healthy and shiny hair.



Keratin Infusion Restructuring Mask

for fine hair 300 ml

This restructuring mask, created for fine hair by Reistill's Laboratories, nourishes and restores damaged hair, intensely conditioning it without weighing it down. Keratin and Argan Oil leave fine hair full of volume and shine.

Result: Restructured, extremely soft and brilliant hair.



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Keratin and Argan Oil

nourish and restructure hair, performing a protective action and intensifying its shine and brightness.

KERATIN INFUSION



RESTRUCTURING TREATMENT



Keratin Infusion Restructuring Shampoo

for coarse hair 250 ml

This rich nourishing shampoo, created by Reistill's Laboratories, is formulated to provide coarse and rebellious hair with softness, elasticity and ultimate shine. Enriched with Keratin and Argan Oil it restructures the hair fiber, leaving hair smooth and polished.

Result: Restructured, soft and shiny hair.



Keratin Infusion Restructuring Mask

for coarse hair 300 ml

This restructuring mask, formulated for coarse hair by Reistill's Laboratories, gives to hair softness, shine and silky touch. Thanks to Keratin and Argan Oil it nourishes and restructures hair, performing a protective action and intensifying its brightness.

Result: Restored, shiny and extremely soft hair.



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Keratin and Argan Oil

nourish and restructure hair, performing a protective action and intensifying its shine and brightness.

KERATIN INFUSION



RESTRUCTURING TREATMENT



Keratin Infusion Restructuring Leave-in Spray

for all hair types 200 ml

This conditioning spray, created by Reistill's Laboratories, provide an immediate detangling, polishing and restructuring action without rinsing. Keratin and Argan Oil nourish and protect hair giving brightness and smoothness.

Result: Revitalized, soft and shiny hair.



Keratin Infusion Restructuring Smoothing Serum

for all hair types 75 ml

This lightweight serum, created by Reistill's Laboratories, nourishes, restructures and protects hair without rinsing. Keratin, Argan Oil and Linseed Oil provide an emollient, repairing and polishing action.

Result: Restructured, silky and glossy hairs.



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Keratin, Linseed and Argan Oils

nourish and restructure hair, performing a protective action and intensifying its shine and brightness. Prevent split ends.



Our Retail Focus

We provide high quality selective products in terms of formulation, packaging, types of products, perfumes and assortment for:







Department stores

Pharmacies

Drug stores



Our Retail Focus

We provide high quality selective products in terms of formulation, packaging, types of products, perfumes and assortment for:





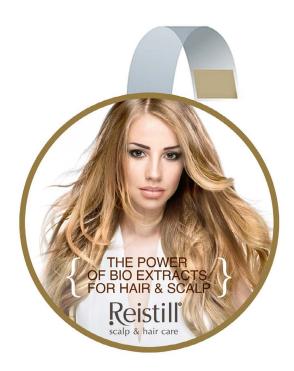


Perfumery chain



Marketing Support / POS materials / wablers (Ø150 mm)







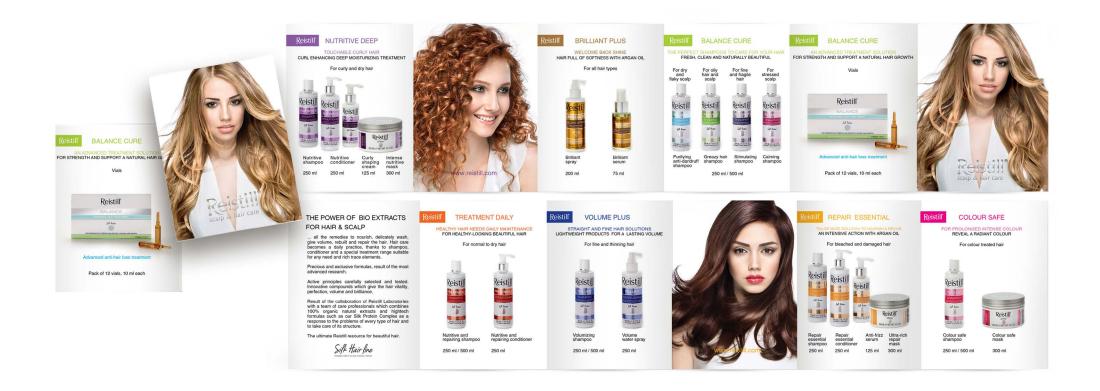


Marketing Support / POS materials / catalogue (200x200 mm)



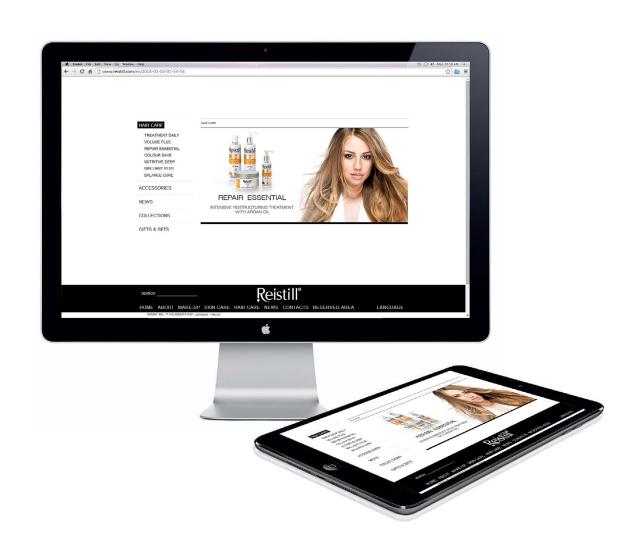


Marketing Support / POS materials / leaflet (70x90 mm)





Marketing Support / Web





Marketing Support / Shopping bag

(L26 sm, H19,5 sm, W10 sm)





Marketing Support / Samples





Thank you for your attention!





