

FIRENZE

PROFESSIONAL



WELCOME
to *Firenze Family!*





Origins

Florence (in Italian Firenze) is a city located in the north of the central region of Italy, capital and most populated city of the homonymous metropolitan city and of the Tuscany region, of which it is its historical, artistic, economic and administrative center.

WHO WE ARE

—

HAIR CARE EXPERTS DEDICATED TO
SATISFYING THE DIFFERENT CONSUMER
NEEDS OFFERING DIFFERENT PRODUCTS
WITH HIGH QUALITY.

Our Story

Firenze Professional has more than 50 years of experience in the development and manufacturing of hair products. In 2006 ICC laboratories in collaboration with its Professional division launched Firenze Professional; a brand inspired in nature's ability to achieve the best results in hair care using natural ingredients from Latin America combined with Europe's most advanced professional technologies.

Firenze Professional has been designed to accomplish the highest quality standards of the most demanding stylists and customers, being able to satisfy the different needs in different types of hair, performing spectacular results.

A stylized map of the Americas, including North and South America, is shown in a light gray tone. Overlaid on this map are several yellow-colored regions and numerous location pins. The yellow regions include the United States, Mexico, and various island nations in the Caribbean and Central America. The location pins are small gray icons with yellow dots, scattered across the highlighted areas. A large, bold title is positioned in the upper right corner of the image.

29 COUNTRIES *around* THE WORLD

UNITED STATES • MEXICO • GUATEMALA • BELIZE • HONDURAS •
EL SALVADOR • NICARAGUA • COSTA RICA • PANAMA • PUERTO
RICO • DOMINICAN REPUBLIC • JAMAICA • ARUBA • TRINIDAD AND
TOBAGO • CURACAO • HAITI • GUYANA • BERMUDA • BAHAMAS •
DOMINICA • GRANADA • SAINT LUCIA • ANTIGUA AND BARBUDA •
TURKS AND CAICOS ISLANDS • CAYMAN ISLANDS • SAINT KITTS
AND NEVIS • SAINT VICENT AND THE GRENADINES • THE UNITED
STATES VIRGIN ISLANDS • ECUADOR.

OUR PRODUCTS



Keratin
Cuticle Restore
Silver Hair
Extra Care
Color Care
Curl Control
Cioccolato
Smoothing
Relax
Anti Hair Loss
Anti Dandruff
Deep Cleaning
Protein Spray Treatment
Red Hair Treatment Mask
Styling products (Slick Gel, Spiking Gel, Two Point Five, Under Control Leave In and Sheen Drops)

ARGAN POTION

products are characterized by their main ingredient, Argan oil, which is extracted from the kernels of the tree “Argania spinosa”, better known as the Tree of Life.



FIRENZE
PROFESSIONAL

COCO POTION

Its incredible formula enriched with Coconut Oil, increases the elasticity and shine of the strand by infusing it with repairing and anti-aging nutrients, which provide hair with needed hydration while recovering its original beauty.



CORE *Values*



**ADVANCED
TECHNOLOGIES
FROM EUROPE**



QUALITY



**EXCLUSIVE
FOR SALONS**



EDUCATION

CORE *Values*



**CUSTOMER
ORIENTATION**



PASSION



TRANSPARENCY

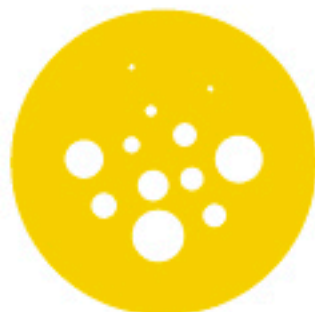


OUR PEOPLE

INGREDIENTS



**NATURAL
EXTRACTS**



SALT FREE

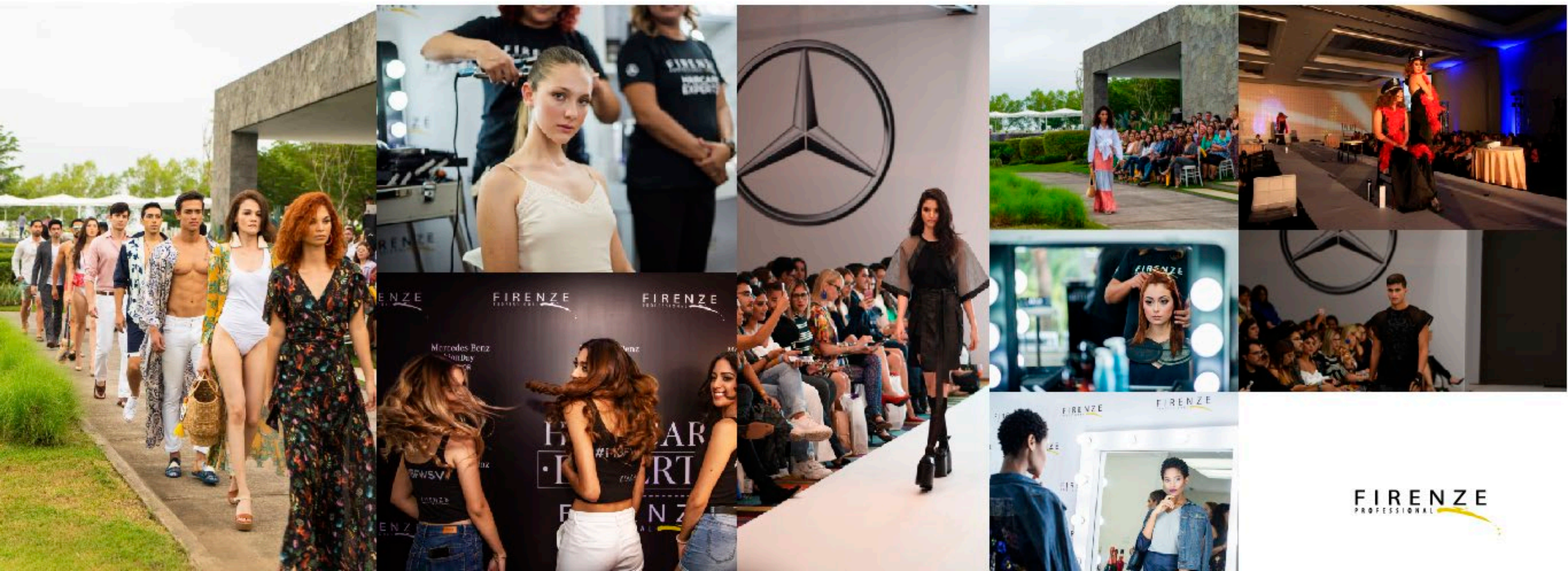


**PARABEN
FREE**



**PRODUCTS
NOT TESTED
ON ANIMALS**

OUR EVENTS



Social RESPONSABILITY





FIRENZE PROFESSIONAL

👍 330.313 Total Likes

➕ 330.728 Total Follows

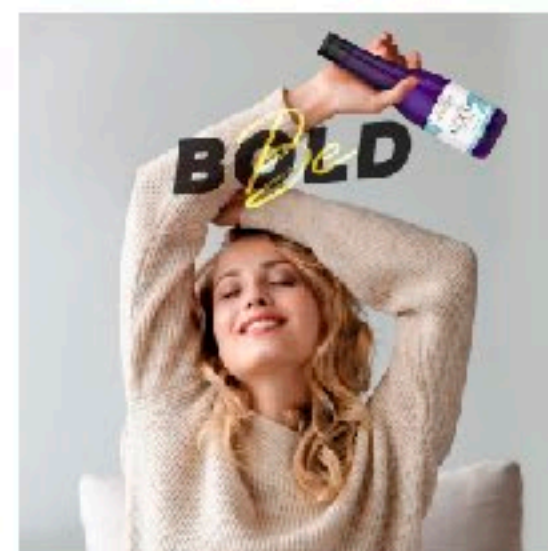
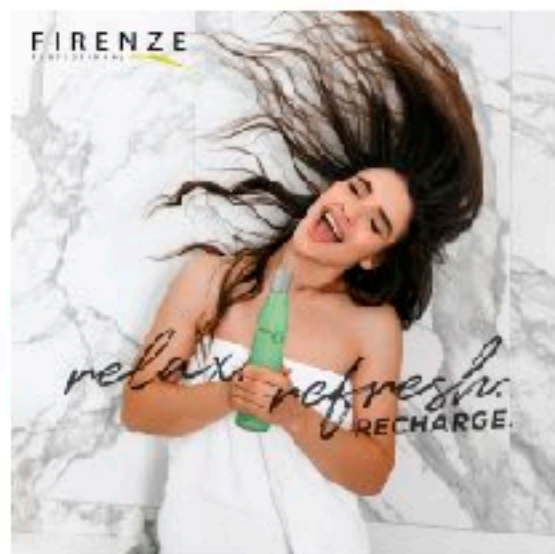


FIRENZE PROFESSIONAL

22,9k followers

3.844k following

Social
MEDIA



FIRENZE
PROFESSIONAL

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