

AROSHA
AESTHETIC SCIENCE



BRAND PROFILE

AROSHA.IT



WE CARE FOR YOU

AROSHA IS A SANSKRIT WORD
MEANING "CARE GIVER".

CARE, IN ALL ITS FORMS,
IS WRITTEN IN OUR NAME.



VISION

To be active and dynamic promoters of a new culture of beauty, with a unique and integrated vision of personal well-being.

MISSION

Based on our effective and distinctive METHOD along with a constant balance between traditional cosmetology and innovative science, we are committed to creating beauty products and professional protocols that offer proven results to our BEAUTY SPECIALISTS, guiding them along a path of guaranteed success.



IN THE NAME OF BEAUTY

There's a solid company behind our brand, built by the founder Antonio Colpani to combine the vision of beauty with an engineering approach, aimed at guaranteeing the achievement of the promises made to distributors, beauticians and customers.

A ten-year history of constant construction of credibility based on commitment and method.

Arosha was born in Bergamo, in the cradle of Italian entrepreneurship, where history and a sense of beauty blend with the humility and resilience of those who build their success on hard work and a sense of responsibility.

On this basis, day by day, we build relationships of mutual trust.

We have chosen to design, produce and market a full range of professional face and body products, introducing ourselves to international markets through a distribution network of dealers capable of absorbing the essence of a brand built on the concept of "giving care".



AESTHETIC SCIENCE

Arosha's goal is to find the perfect balance between scientific research and personal well-being through these PILLARS:

1. An in-house LABORATORY focused on research and development.
2. FORMULATIONS in line with the innovations and trends on the market.
3. Constant collaborations with UNIVERSITIES and RESEARCH CENTERS.
4. A sustainable HEADQUARTER aimed at improving employees' wellbeing and work-life balance.
5. A responsible use of renewable and clean RESOURCES and sustainable RAW MATERIALS.



ALL AROUND YOU

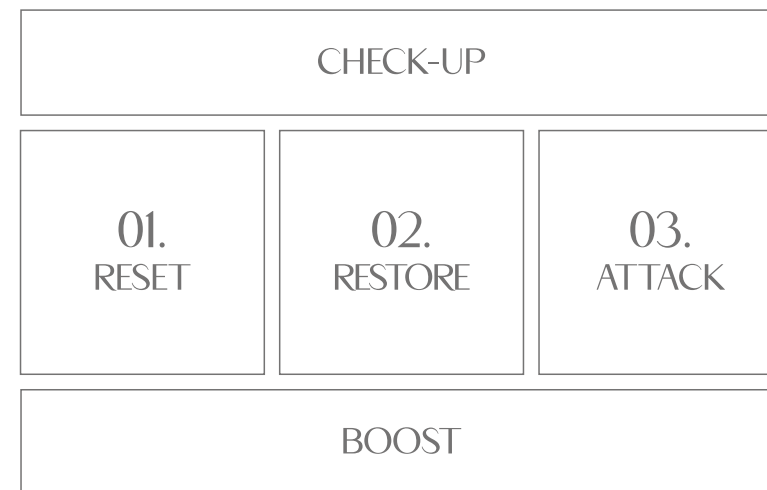
Arosha enhances the times, skills and investments of its beauty specialists through these PILLARS:

1. A unique and proven METHOD aimed at creating trust and adding value to their clients.
2. Beauty PROGRAMS and PROTOCOLS with a customized and time-saving approach, in order to achieve real, visible and repeatable results.
3. A focused CATALOGUE including the main beauty solutions for Body and Face.
4. Effective TECHNOLOGIES able to improve and consolidate treatments' results.
5. An ACADEMY to boost growth and create shared know-how.



THE AROSHA METHOD

Respect for the natural balance between body and mind is the cornerstone of our philosophy.

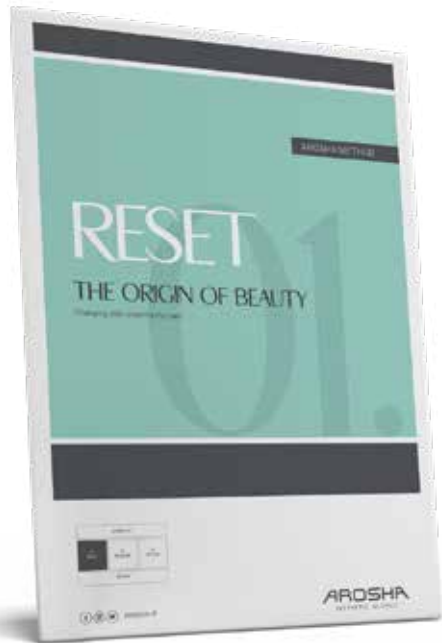


Combining science and technology, Arosha has developed a professional, unique and distinctive method: RESET, RESTORE and ATTACK constantly supported by CHECK UP and BOOST.

A three-phase strategy, for face and body essential to give oriented results through synergistic actions.

3-STEP

RESULTS GUARANTEED



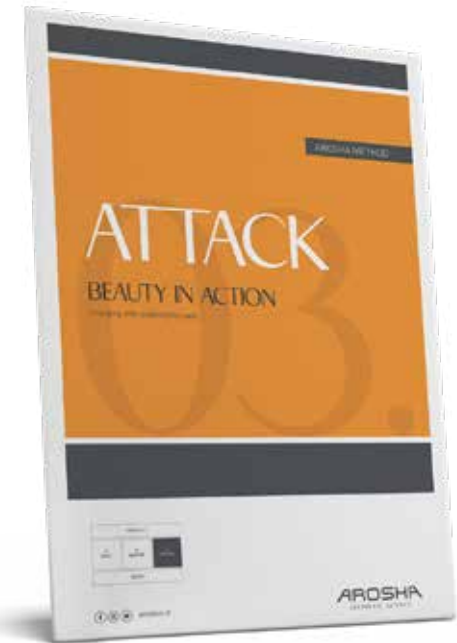
RESET

This is the first phase of the method, essential to PREPARE the skin for subsequent treatments. DETOXIFIED and DEEPLY PURIFIED, the face and body skin are ready to better absorb the functional substances of subsequent treatments and express their full potential.



RESTORE

The second phase of the method is designed to REBALANCE and RESTORE the skin of the face and body. The beauty of the skin and the treatment of imperfections also boost the health of each of our individual customers.



ATTACK

The third phase of the AROSHA method involves the TREATMENT of each specific problem: truly purified, detoxified and "reactivated", face and body skin are ready to receive all the treatments aimed to achieve the REDUCTION and IMPROVEMENT of existing imperfections.

OUR SOLUTIONS BEFORE AND AFTER CABIN TREATMENT

BEFORE



CHECK UP

In the AROSHA BEAUTY CENTERS, the customer is guided and supported during the whole programme by means of a PERSONALIZED ANALYSIS and continuous MONITORING of the PROGRESS to assure results.

AFTER



BOOST

Important synergistic action which supports the method, consisting in a wide choice of HOME-USE TREATMENTS. An extra boost to reach the desired results and maintain the effects of professional treatments.



AREAS OF ACTION

Guided by OUR EXCLUSIVE METHOD we operate effectively in all areas of intervention for the beauty and health of the body with a range of complete products for:

- Prevent the signs of aging
- Repair and minimize wrinkles and fine lines
- Uniform and illuminate the skin texture
- Firm and plump the skin
- Reshape and sculpt
- Counteract the imperfections caused by cellulite
- Help to lose excess volume
- Combat localized adiposity



Behind Arosha's products,
there's all of this.

Behind any story of well-being,
there are all of us.



WE
CARE
FOR
GREEN

AROSHA SUSTAINABILITY

A **historic building** from the 70s has been recovered to give it and its community a new future. Over 3000m² ensure the brand a concrete growth and innovation with special attention to the environment.

For this reason, the building is designed with a **photovoltaic system** to produce and use electricity from 100% renewable sources with zero emissions on site.

An innovative **recirculation system** is also designed to recover the water used for production and irrigate the internal and external greenery without any wasting.

A more careful selection of **recyclable raw materials** and a progressive **reduction** of the **plastic** in production process are further attentions and commitments of the brand.



AROSHA ACADEMY

How can we ensure you
a successful result?

OUR CONSTANT COMMITMENT

- DISSEMINATION OF SCIENCE
By having knowledge of the physiology and the causes of skin imperfections
- TRAINING ON AROSHA'S PRODUCTS
Through the product and its formulations
- TRAINING ON AROSHA'S BEAUTY PROTOCOLS
Through correct applications

Arosha is more than just products, like a Beauty Professional is worth more than her products or service. When you need to deliver effective beauty results, there's not only one solution, one product or one way. That's why every BEAUTICIAN has a PROFESSIONAL EXPERTISE that we are called upon to support and feed every day with innovative, smart and open-minded training. Hence our decision to open an international training division, led by knowledgeable professionals with solid experience in Arosha's world.



CARE

for our work,

for our brand ambassadors throughout
the world,

for those, who build their future with
our products and protocols,

for those, who can see in our products
a real opportunity for beauty.

for the environment and for
its future sustainability



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