



Company Profile

Private Label

SKINCARE | HAIRCARE | PERSONAL CARE
PERFUMES | DERMOCOSMETICS

MADE IN ITALY



Pink Frogs Cosmetics Società Benefit

Founded in 1979, Pink Frogs Cosmetics is one of the leading private label cosmetics companies in Italy.

Thanks to our technical expertise and industrial know-how, we produce effective and environmentally friendly cosmetic products with high quality and safety standards.

We specialize in:

- SKINCARE
- HAIRCARE
- SUNCARE
- STICK
- PERFUMES
- DERMOCOSMETICS

Our customers operate in all distribution channels: e-commerce, drugstores, perfumeries, flagship shops, hair salons, spas, professional aesthetics.



Our History



1939

Mario Locatelli founded the 'Ditta Individuale Imperiale Mario Locatelli', dedicated to the small production of hair products. A pioneer in the sector, he was the first to experimentally produce cold perming liquid and his products were soon sold throughout Italy.



1946

A small hairdresser's wholesale is opened where other brands of products are also sold.



1956

Mario's wife Maria opened a Hairdressing School, the first institute in Milan to be recognised by the Lombardy Region. The school gained international importance and in the following years the Professional Make-up Academy was added.



1979

Pink Frogs is born: the production of Locatelli products is complemented by third-party production.



1989

To push the production, an internal restructuring was carried out, which quadrupled production capacity in the following years.



1996

The third generation took over, marking a turning point for the company: Matteo Locatelli, the current CEO, expanded the business to foreign countries. Pink Frogs boasted two research laboratories that develop over 300 new formulas a year.

The company exponentially increases production and diversifies its expertise, establishing itself in skincare, haircare and medical devices.



2009-2021

Matteo Locatelli begins the Pink Frogs sustainability journey.

Certifications ISO 9001 - 22716 - 14001- 13485



2017- First Sustainability Report.

2019- GRI-certified Sustainability Report.

2021 - Integrated Sustainability Report according to GRI and IR standards.



2023

Pink Frogs becomes Pink Frogs Cosmetici Benefit Company, making official in its statutes the commitment to the pursuit of common-benefit purposes in the exercise of economic activity.



2024

The fourth Sustainability Report covering the years 2021-22-23 is published.

At the same time, the new Reporting Minisite is launched





Pink Frogs Cosmetics in numbers (2024)

46

experience
years

108

clients

17,8 MIL

EUR turnover



26 MIL

produced
pieces

493

new
projects

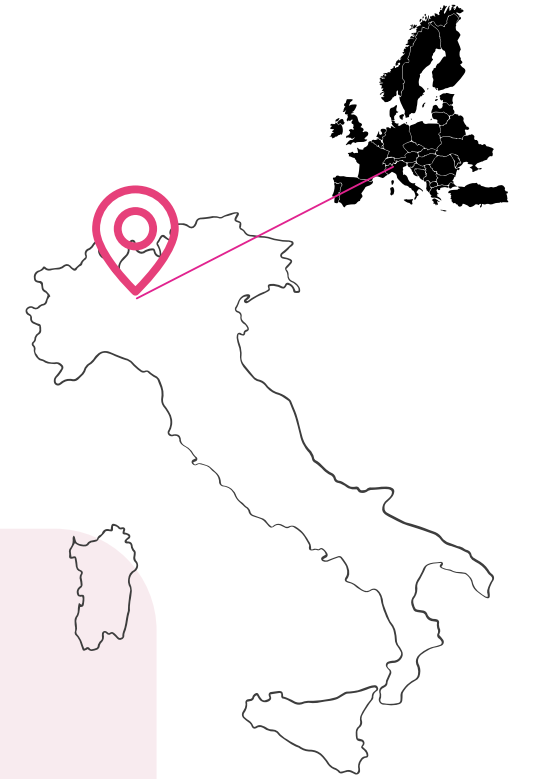
98*

employees

*of which 12
cosmetologists
in R&D Laboratories



Our Premises



Rozzano (Milano)

1500 sqm

Primary activities

raw material storage warehouse;
production (bulk preparation and
cosmetic solutions)

Secondary activities

bulk industrialisation; quality control;
raw material purchasing department;
standard and traceability sample
archive.



Pieve Emanuele (Milano)

3500 sqm

Primary activities

incoming packaging storage
warehouse; production (filling and
packaging); finished product
warehouse, order picking and shipping;
washing and maintenance area for
departments.

Secondary activities

management; administration,
personnel, technical, marketing, sales,
commercial and quality departments;
research laboratory; standard archive
and traceability samples



Pieve Emanuele (Milano)

1200 sqm

Primary activities

warehouse storage packaging;
filling and packaging;
washing area.

Secondary activities

finished product quality control.

Certifications





Product categories



Skincare

Cleansing, exfoliating, moisturising, illuminating.

Forms: cream, liquid, gel, serum, stick, mousse, biphasic, triphasic, no-gas spray, mist.



Hair Care

Shampooing, conditioning, restructuring, finishing, styling for home and professional use.

Forms: cream, gel, lotion, serum, conditioner, wax, no-gas spray.



Personal Care

Cleansing, intimate hygiene, deodorants.

Forms: cream, gel, stick, no-gas spray.



Perfumes

EDP, EDT, cologne, perfumed waters, solid perfume.

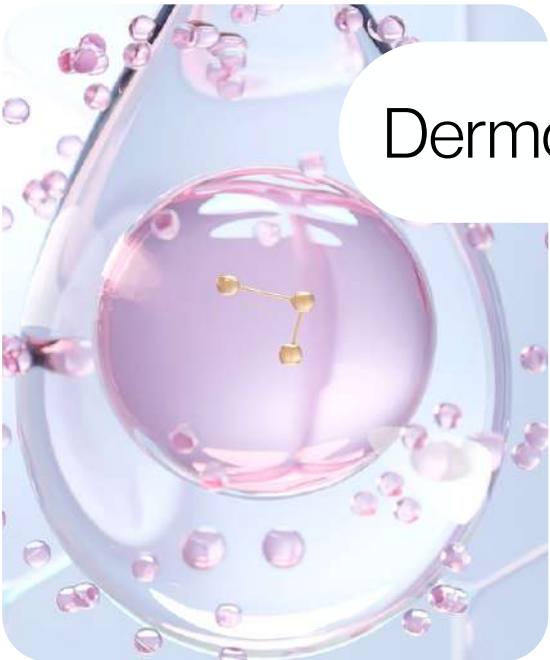
Forms: no-gas spray, stick, solid.



Suncare

SPF protection high, medium, low, after sun, self tanner, tan prolonger and enhancer, hair.

Forms: cream, gel, serum, stick, no-gas spray.



Dermocosmetics

Specific skin concerns treatments.

Forms: cream, serum, gel, stick

Industrial Specialities

Sunscreen Stick SPF 50+, 30



Water resistant



Tested UVA UVB



touchless / safe



clean hands

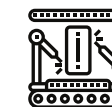


travel size



on-the-go

Perfume Samples



We have a high-performance machine that handles filling, packing and flow packing in a single pass



Free sample. Important for promotion: "try-before-you-buy"

Expertise



CLEAN E VEGAN FORMULATIONS

compliant to blacklists of major international brands
high % of ingredients of natural origin
silicone-free
vegan-friendly



SKINCARE IN STICK

skincare treatment in sticks
cleansers, scrubs, illuminating, detox properties



PETALS

suspended petals
different colours available
ideal for collections, special editions



SUSPENSIONS

suspended hyaluronic acid spheres
illuminating spheres



SURPRISING SENSORIALITY

textures with unique sensorial touch and skin feel
with and without silicones



UNCONVENTIONAL

unconventional textures
memory textures
transforming textures



Services



Formulas

Our R&D Labs owns an extensive formulations library.

We can customize formulas in fragrance, colour and active ingredients.

We can develop a formula from-scratch.

For a shortest time-to-market, ready-to-go formulas are recommended.



Production

Bulk production

8 turboemulsifiers
25 to 3000 litres

Alcoholic solutions

Hot melting

Production capacity > 13,000
kg / day



Filling & Packaging

Bottles

Tubes

Jars

No-gas sprays

Airless

Stick and hot melts

Perfume samples

Home fragrances



Marketing

Constant monitoring of international launches, new ingredients, fragrances, packaging solutions and consumer trends.

Inspirations and formulation proposals to our customers.

Marketing support.



Regulatory

P.I.F.
(Product Information File)

Efficacy Tests

Labels and claims
regulatory check.



Trends & Innovation



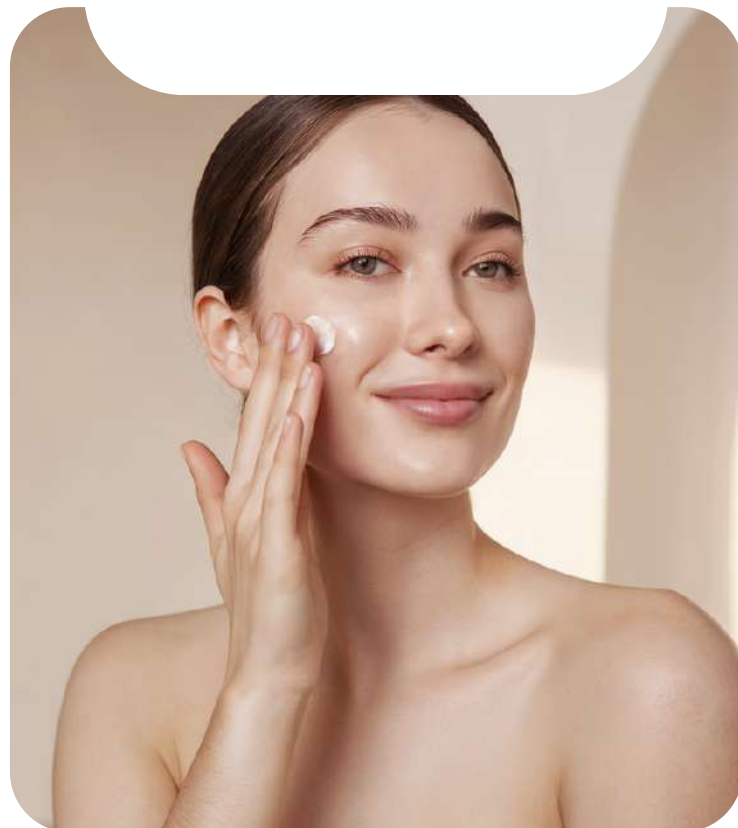
We are constantly striving to stay updated of the latest trends in the cosmetics market.

By continuously analysing global innovations, we offer our customers cutting-edge solutions in line with the needs of increasingly aware consumers.

Our mission is to transform emerging trends into innovative and customised formulas, to offer products that combine quality, effectiveness and sustainability.

We participate in international trade fairs and are in constant contact with selected manufacturers who present us with the latest innovations.

Market



Ingredients



Fragrances



Packaging



Our Sustainability Journey

Our sustainability journey started ten years ago and will never stop.

In 2018 we were the first Italian cosmetics company to publish a Certified Sustainability Report according to GRI standards. In 2022 we published our first Integrated Sustainability Report according to GRI standards and the IR framework.



2017



2018



2019-20-21



2022-23



SUSTAINABILITY MINISITE





Prizes and Awards



pinkfrogs
cosmetics