



HSA COSMETICS:

40 YEARS OF INNOVATION IN TAILORED HAIRCARE SOLUTIONS

VARESE, ITALY

With a legacy of over four decades in the beauty industry, HSA Cosmetics stands as a global leader in the design and manufacturing of innovative hair and skin care products.

The company's mission is rooted in a commitment to creating tailored concepts and solutions for professional and retail brands around the world - enabling each client to grow with purpose and stand out in their respective markets.



2000
private label formulas



90
countries



40
years



200
brands

Operating in over **90 countries** and powering more than **200 private label partnerships**, HSA combines creativity, scientific excellence, and speed-to-market capabilities. With a catalogue of **2,000+ formulas** and deep expertise in packaging development, the company offers a comprehensive end-to-end service - from concept to finished product.

EXPERTISE THAT DELIVERS RESULTS

HSA's operational strength is backed by:



40 years of private label success

A global presence with clients across five continents

In-house R&D and innovation labs

Agile production and flexible logistics for optimized delivery and cost efficiency

This unique blend of science, service, and strategic creativity allows HSA to respond rapidly to evolving demands while offering highly customized solutions.

OUR BRANDS, OUR VISION

In addition to private label development, HSA has created six distinct in-house brands, each with global presence and a defined identity. These brands span both professional and retail segments, reflecting consumer diversity and preferences through innovation, sensory experience, and performance.



Every brand under the HSA umbrella is designed to:

- Represent a clear market positioning
- Embody high-end cosmetic quality
- Reflect contemporary beauty values: inclusivity, sustainability, and efficacy

From pioneering formulations to aesthetically crafted packaging, HSA helps partners turn ideas into beauty brands that connect.

Nouvelle | Silky | ESIA ITALY | ADDMINO-18 | trend | touJOURS | GUDCURE



ABOUT HSA COSMETICS

Headquartered in Bisuschio (VA) Italy, HSA Cosmetics is a privately held company specializing in the development, production, and global distribution of haircare and skincare products. With an unwavering focus on quality and innovation, HSA empowers brands to be distinctive, profitable, and future-ready.

[HSACOSMETICS.COM](https://www.hsacosmetics.com)