

# From runway to real life, Tricoci creates style

Tricoci is a trusted brand with over 40 years of excellence in the professional beauty industry.

Mario Tricoci has long been an award-winning hairdresser, who with his wife, Cheryl, built a salon and day spa dynasty in the greater Chicagoland area. They traveled the world to discover the spa services that would delight their guests. They have achieved invaluable name recognition earned from decades of hard work and creativity that money can't buy.

Mario and Cheryl sold their beauty brand to a venture capital investment fund more than two decades ago. Then in 2018, they bought the business back, with a commitment to top-level services and inspiring confidence to all who visit. Building on their legacy of trust and excellence, Tricoci has created a stylist-perfected product line for hairdressers and their clients. The brand is seeking distribution partners to expand around the world. **Beauty Industry Report** recently sat down with Mario Tricoci, founder, and Chris Santiago, CEO, to learn more.

**BIR: Welcome, Mario and Chris. Please share a bit of background with our audience.**

**Mario Tricoci:** Since 1977, the name Tricoci has been a leader in the personal care space. Since then, we have transformed our brand from a salon and spa to an innovative, best-in-class products and services company for style, wellness and beauty. Tricoci Collection products use clean science and Italian botanicals to deliver salon-and-spa-level



*From runway to real life, Tricoci products create style.*

performance at home to create today's innovative styles while leaving the hair feeling amazingly healthy, regardless of their hair type or texture. Our differentiated services include haircut and styling, contemporary color, results-oriented skincare and wellness spa services provided at 13 Chicagoland locations.

In addition, we have cultivated a dedicated and loyal customer base fueled by the heritage of the brand, an inclusive environment and the passion of a strong team. Whether you're at one of our locations, at home or visiting us at [www.tricoci.com](http://www.tricoci.com), our goal is to help our guests look and feel their best.

**BIR: Tell me about The Tricoci Collection.**

**CS:** This coveted new collection of haircare products culminates Mario's experience as a trailblazer and trendsetter in the beauty industry. The inspiration stems back to Mario's childhood in Italy and the Ginestra wildflowers that blossomed all around him on the Italian hillsides. That distinct, captivating scent would

stay with him across the years, ultimately becoming the signature fragrance of his entire collection.

Products in the collection include **Everyday Shampoo and Conditioner, Hydrating Shampoo and Conditioner, Smoothing Shampoo and Conditioner, Dry Shampoo, Intense Repair Mask, Clarifying Shampoo, 3P1 Styling Cream, Perfect Blowout, Transforming Mist, Curl Renew,**

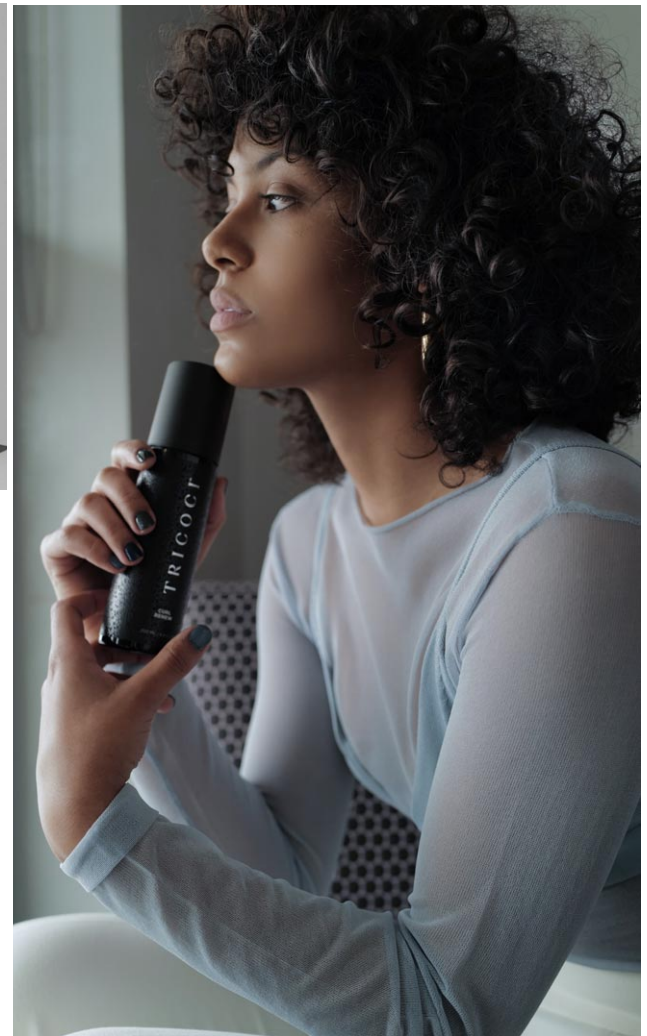
**Thickening Texture Cream, Ultimate Sculpting Hair Spray, Finishing Paste, Hemp-Infused Treatment** and our newest addition, **Root Amplifier**. Retail price points range from \$21.00 to \$34.00.

**MT:** We can never improve on what nature gives us, but we CAN put it to its best use. That's why the Tricoci Collection offers products with cutting-edge, versatile formulas that impart a sensory-rich experience both in the salon and at home.

Tricoci products also embrace today's standards of beauty. We wanted a collection that we could proudly hold as inclusive, empowered, ethical, principled and accessible. In fact, the collection features products for all genders, ages and hair types. Our cruelty-free formulations are salon perfected and never tested on animals. They reflect our sustainable, responsible and eco-friendly business practices. They're made in the USA with the best ingredients from around the world.



The haircare collection packaging features textured surfaces that complement the formulations inside. For example, hydrating products feature water droplets and smoothing products have a soft, suede touch.



The Tricoci Collection includes products for all hair textures.

**BIR: What makes the ideal distribution partner for Tricoci?**

**CS:** We're looking for distributors who know how to take a world-renowned, well-established brand to the prestige markets in their territories. Tricoci is excited to partner with like-minded salons and spas who are education-focused, innovative, trusted, passionate about the industry and who provide best-in-class products and services.

**BIR: How will you support your distribution and salon partners?**

**CS:** Tricoci provides them with multi-faceted product training and education, including access to our brand book, digital assets for social media and web sites, photography and POS materials.

**BIR: With more than 70% of hairdressers independent, how will you support them?**

**CS:** Tricoci understands our partners' entrepreneurial spirit and the drive of the larger beauty community. We will provide our partners with the extensive education and resources they need to succeed in our rapidly changing marketplace.

**BIR: What are your plans for the rest of 2021 and into 2022?**

**MT:** Tricoci's current pipeline of new products includes color-depositing shampoos, root touch-up sprays, scalp health products and enhanced styling products. We are also focused on innovations in technology to support our business initiatives.

**CS:** Tricoci will continue to leverage our salon professionals' extensive expertise in color and style to develop products that cleanse, treat and style hair. We are eager to expand the distribution of our products.

**BIR: Where do you see the future of our rapidly changing industry going?**

**MT:** The industry will continue to place importance on the wellness of the individual and the planet. Tricoci will be at the forefront of innovation with emphasis on results, sustainability, and hair, scalp and body wellness. Another focus is on individuality. Both our products and services will continue to be curated, customized and focused on the individual—delivered with Tricoci expertise.

**BIR: What is your favorite part of the beauty business?**

**MT:** Inspiring confidence. When our guests feel better after their services or using our products, we've done our job!

**BIR: What is pro beauty's biggest challenge?**

**MT:** It is important for the industry to support the training and education of new artists and technicians entering the field.

**CS:** In such a dynamic and exciting industry, there are more opportunities than challenges.

It is important for those of us in the professional beauty industry to continue to be innovative in a sustainable manner while providing products and services that benefit health and wellness.

**BIR: Any final thoughts?**

**MT:** The consumer's beauty journey starts and ends with the professional, highly trained hairdresser. From the salon service to the professional products in her home, we are guiding the consumer's choices every step of the way.

Tricoci will be exhibiting at Cosmoprof North America in Booth DBS30. For more information, contact Chris Santiago, CEO, at 847-202-4037 or csantiago@tricoci.com. Visit [www.tricoci.com](http://www.tricoci.com).