

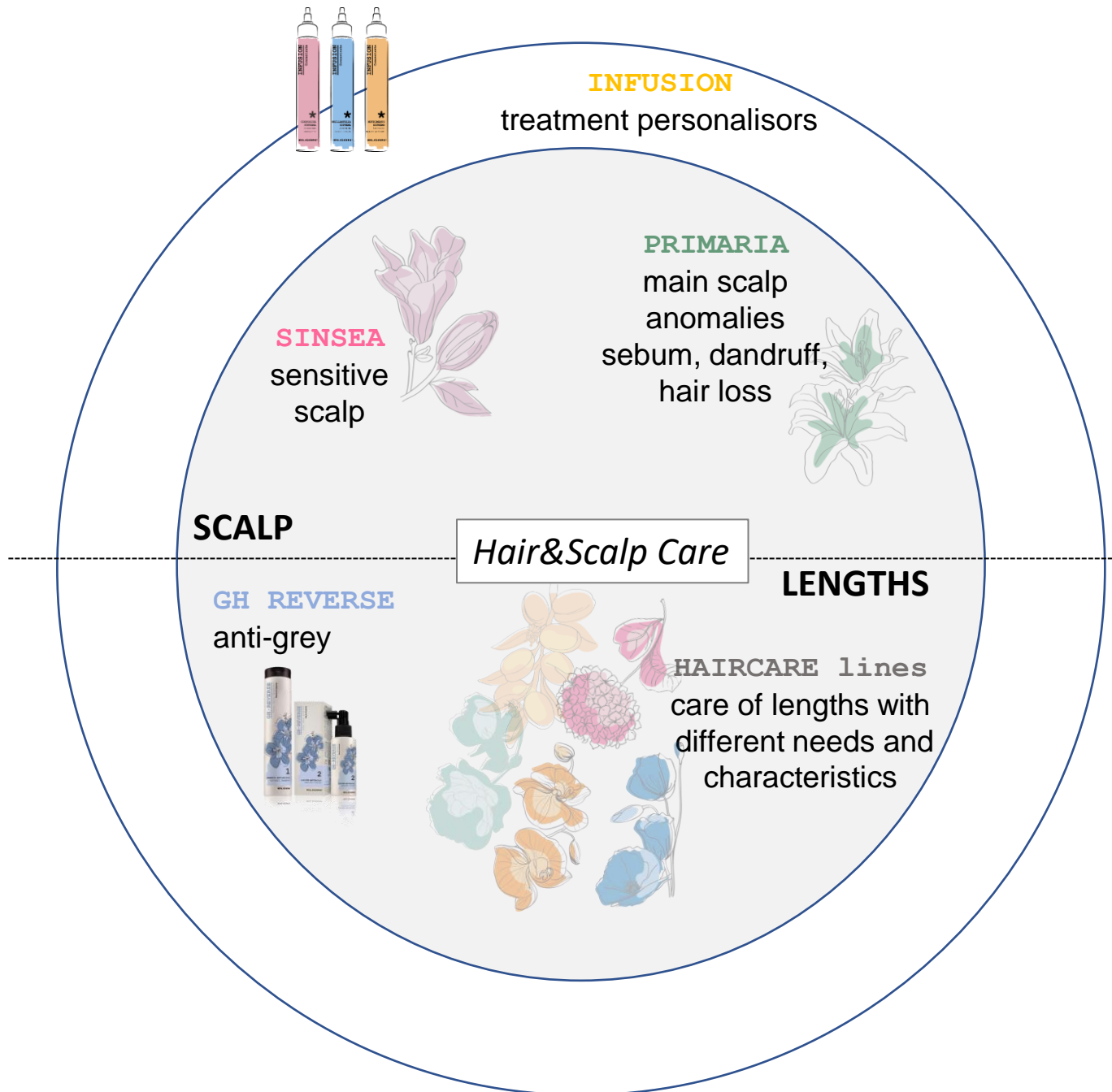


PRIMARIA

scalpcare

ELGON®

PRIMARIA THE EVOLUTION



Objective: to create a **portfolio** that is:

- > rational
- > balanced
- > with clear segmentation
- > easy to understand > with easier identification of the types of product based on:
 - *features*
 - *advantages*
 - *benefits*

PRIMARIA THE EVOLUTION

What has changed and how has
PRIMARIA evolved?

STEP 1: revision of the
ELGON Haircare portfolio

With the integration of the functions of
several PRIMARIA products within the
other lines.

STEP 1

ELGON®





PRIMARIA THE EVOLUTION

STEP 2:

- > re-positioning of the range from HAIRCARE to SCALP CARE
 - > re-design of the line
 - > formula upgrade of current products
- > replacement of several products with new better-performing options
- > rationalisation > a compact yet complete range (8 products)
- > introduction of the 1000ml format for the salon (current format 750ml)

STEP 2

ELGON®



PRIMARIA

scalpcare

CONTEXT ANALYSIS

ELGON®

ANALYSIS: THE NEW CONTEXT

HEALTHY LIFESTYLE

PHYSICAL
ACTIVITY

HEALTHY
HEART

FIT
BODY

IMMUNE
SYSTEM

HEALTHY
DIET

BALANCED
MIND

The Global Pandemic has led to a shift in requirements and expectations, as well as priorities

NEW PRIORITIES AND VALUES > A MORE FORWARD-LOOKING APPROACH THAT PUTS **HEALTH FIRST**

Source: www.beautystreams.com

ANALYSIS: THE NEW CONTEXT



The rise of **GERMOPHOBIA**.

Everyday **ANTIBACTERIAL** habits go beyond what is considered normal.

Germ and bacteria become 'enemies' to defeat and the need to **SANITISE** permeates the behaviour of consumers.

Source: www.trendhunter.com

ANALYSIS: THE NEW CONTEXT

New opportunities for cosmetic products that
CLEANSE&HYDRATE

> they effectively cleanse whilst maintaining a healthy **SKIN BARRIER.**

The **SKIN DETOX** concept continues to be popular, with ingredients such as **charcoal** and **clay** owing to their detoxifying properties and ability to absorb impurities.

Source: Mintel



ANALYSIS: THE NEW CONTEXT

Sustainability continues to be a priority, alongside the **SAFETY** and **EFFICACY** of the cosmetic products.

> **SCIENTIFIC APPROACH** to support the **CREDIBILITY** of the products with a blend of tradition and innovation, e.g. with **new ingredients** such as **MULTIBIOTICS**.

Source: www.beautystreams.com

KEY WORDS

rituals Clean Beauty

SELF-EXPRESSION scalp care

experience PROBLEM/SOLUTION

NO-POLLUTION personalization

GOOD VS BAD BACTERIA



PRIMARIA

scalpcare

**OUR SOLUTION:
THE NEW PRIMARIA**

ELGON®

PRIMARIA SCALPCARE





PRIMARIA SCALPCARE

Healthy and shiny hair
starts with

scalp care

BEAUTY AND WELLBEING
IN BALANCE

ELGON®



PROBLEMS AND CAUSES

The scalp is constantly being exposed to numerous factors, which include **environmental stressors**, such as pollution, and **external agents** and even pathogens such as microbes and germs.

These elements, combined with **fatigue, anxiety, seasonal changes, unhealthy eating habits** and the **incorrect use** of haircare products or overly aggressive products, represent just some of the most common causes of unhealthy skin or an imbalanced scalp.

An unhappy scalp can cause a number of different problems: excess **sebum**, flaking, **dandruff** and **hair loss** are just some of the most common complaints.

PROBLEMS AND CAUSES



SEBUM



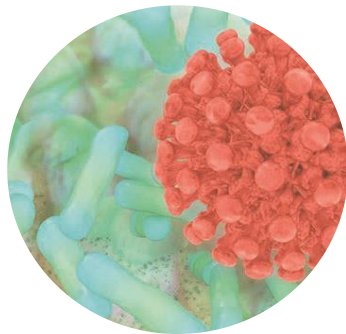
**HAIRLOS
S**



DANDRUFF



POLLUTION



**MICRO
ORGANIISMS**



**STRESS -
TIREDNESS**



**UNHEALTHY
FOOD**



**AGGRESSIVE
PRODUCTS**

PROBLEMS AND CAUSES

OUR SOLUTION

Elgon offers a **solution** to these problems with the Primaria line.

A **complete programme of treatments** dedicated to preventing and addressing the most commonly reported scalp problems, based on an innovative approach inspired by **dermocosmetics**.

The compact yet complete range, brimming with **natural active ingredients**, offers highly specialised treatments combined with more multi-tasking products,

for an **in-salon service** and personalised **home-maintenance** programme.

BEAUTY AND WELLBEING
IN BALANCE

ELGON®



A complete programme of treatments inspired by **dermocosmetics**

- > EXPANSION OF THE **SALON SERVICE MENU**
- > POTENTIAL TO INCREASE **AVERAGE CUSTOMER SPEND**

The compact yet complete range: specialised treatments & more multi-tasking products

- > MORE LIMITED **BUDGET** TO INVEST IN PRODUCT PURCHASES
- > **NEW 1000ML FORMAT**, MORE CONVENIENT FOR THE SALON (vs. current 750ml)
- > MORE TARGETED **TRAINING** FOR OWNERS AND EMPLOYEES
- > POSSIBILITY TO CREATE **PERSONALISED SERVICES**
- > **RETAIL** POSSIBILITIES FOR HOME MAINTENANCE

THE BENEFITS FOR YOUR SALON

NEW AND IMPROVED PRIMARIA FORMULAS

All Primaria products contain a **PREBIOTIC** complex that respects the microbiome of the scalp - an essential for healthy skin and a happy scalp.



What are they and why are they important?

PREBIOTICS are substances of plant origin that constitute the sustenance of the microbiome, i.e. the blend of good microorganisms that inhabit each and every part of our body, including the scalp, and that act as a **shield against aggressions from external agents and pathogenic microorganisms.**

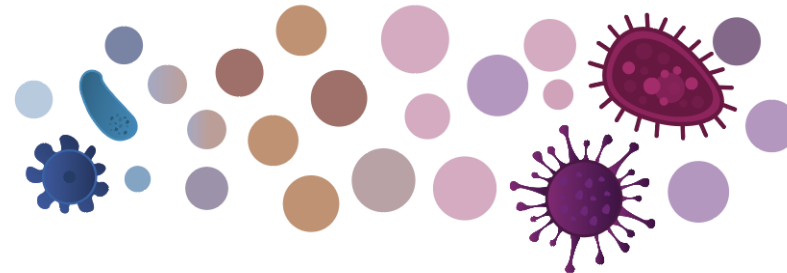
The balance in the microbiome is fundamental for the wellbeing of the scalp. Prebiotics can promote the correct balance of the scalp's microbiome and boost its defensive capabilities.

PREBIOTICS help to increase the natural defenses for a balanced scalp and healthy, vital hair.

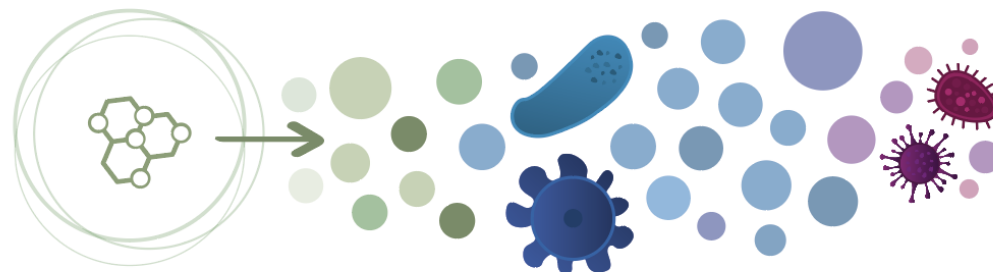
PREBIOTICS



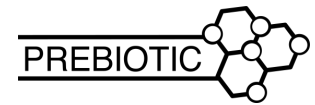
An unbalanced scalp can cause aesthetic skin complaints and other anomalies.

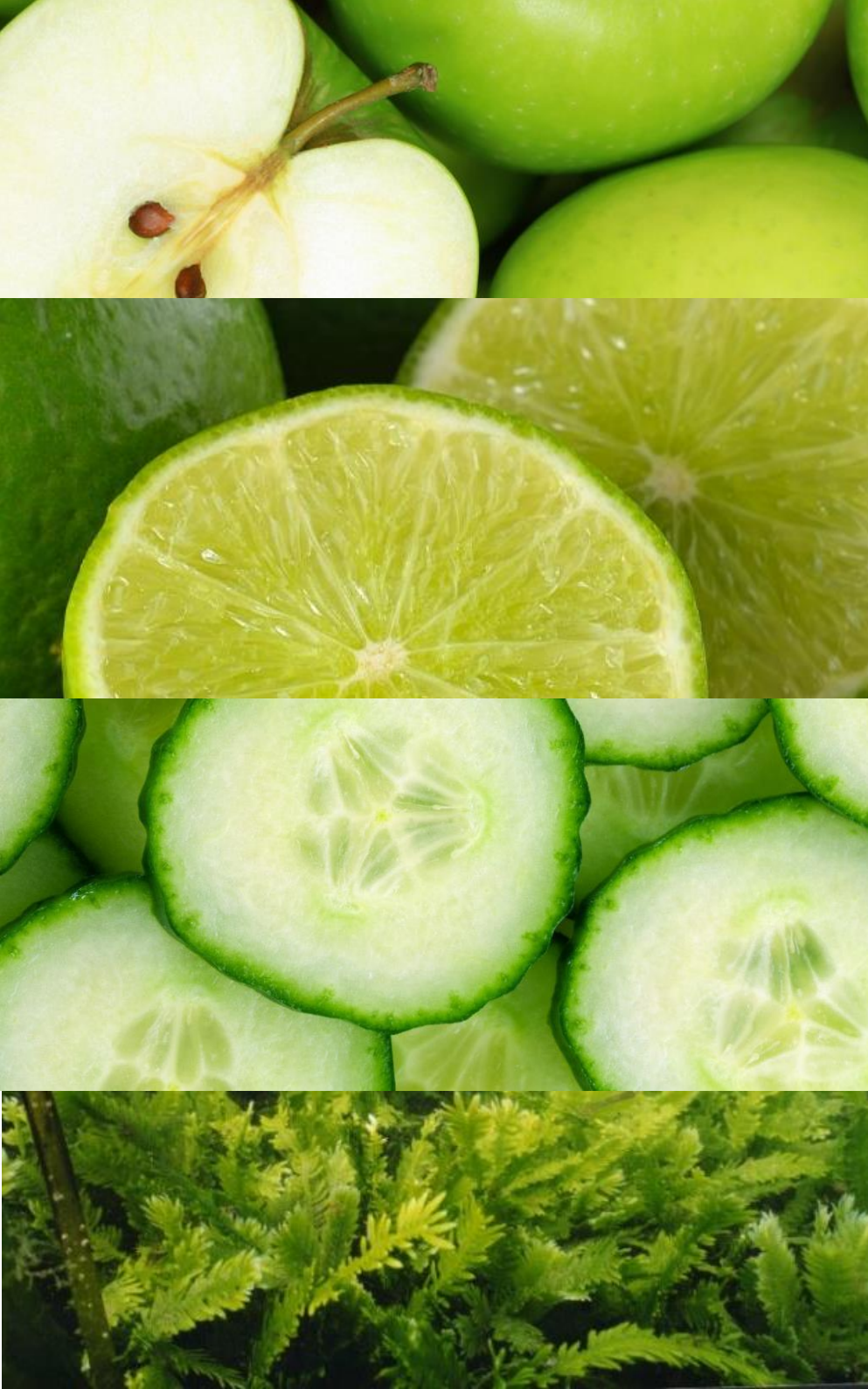


Prebiotics can promote the correct balance of the scalp's microbiome and boost its defensive capabilities.



A balanced microbiome is fundamental for the wellbeing of the scalp.





NEW AND IMPROVED PRIMARIA FORMULAS

All PRIMARIA products contain an **ANTI-POLLUTION COMPLEX**

A complex of plant fibres that exert an anti-pollution action.

They prevent the absorption of polluting substances by the scalp and create a barrier against heavy metals.

By counteracting the deposition of polluting particles, it promotes the maintenance of a brighter and more vivid color for longer.

With cucumber, apple, lime and seaweed extracts.



eLGN®

NEW AND IMPROVED PRIMARIA
FORMULAS

All PRIMARIA products are **VEGAN**

The new range combines a **highly cosmetic** effect with an **ultra-gentle** action thanks to formulas



FREE FROM

Sulphates (sls, sles)
Silicones
Parabens
Artificial Colorants

NEW AND IMPROVED **PRIMARIA** FORMULAS



REDOXINA 2.0

with Biotech Hyaluronic Acid
and Plant-Based Keratin

All PRIMARIA products, consistently with the current line, contain **REDOXINA 2.0**

Complex containing hyaluronic acid and plant keratin. Makes hair stronger, youthful and healthy with a time control effect.

NEW AND IMPROVED PRIMARIA
FORMULAS



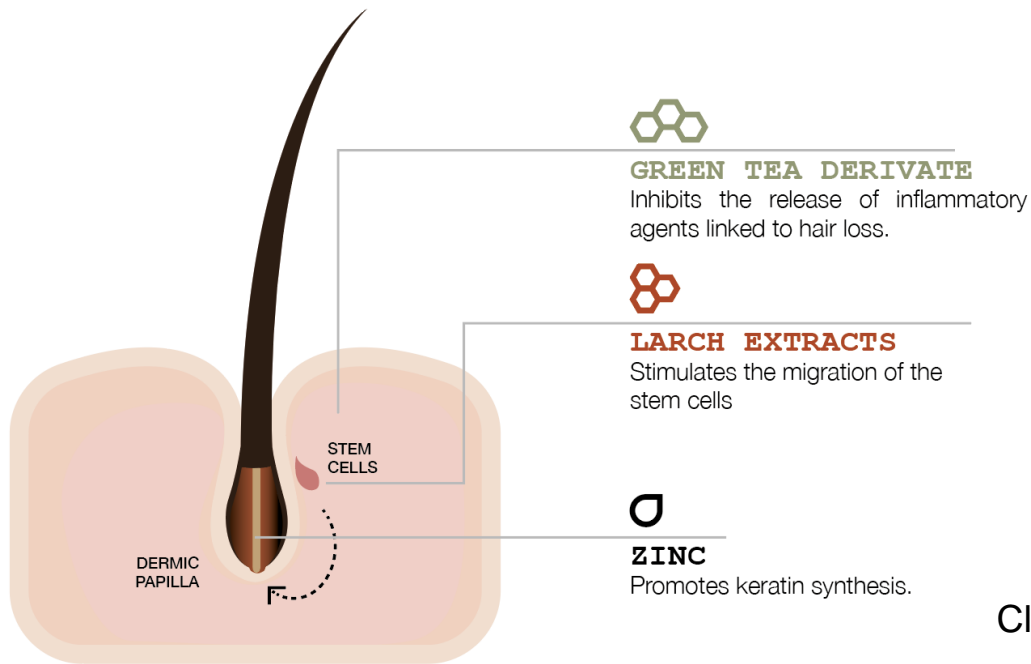
REDENSYL

The PRIMARIA products developed to address the problem of hair loss, consistently with the current line, contain **REDENSYL®**.

An innovative complex rich in zinc, larch and green tea extracts that acts on the hair follicle and exerts an anti-hair loss action, for fuller and stronger hair.

ELGON®

NEW AND IMPROVED PRIMARIA FORMULAS



SOGGETTO 6



TEMPO BASALE



DOPO 12 SETTIMANE DI TRATTAMENTO

SOGGETTO 6



TEMPO BASALE



DOPO 12 SETTIMANE DI TRATTAMENTO

Primaria Stimulating Anti-Hair Loss Treatment with Redensyl®, increases hair in growth phase by 5.2%.

Clinical tests, carried out on 20 volunteers for 12 weeks

Clinical test conducted on 20 subjects in a specialized laboratory:

- **Forotricogram analysis.**
- **Clinical evaluation.**
- **Subjective evaluation.**

Analysis of clinical and instrumental data collected after 12 weeks of treatment showed:

5.2% increase in hair growth phase ('anagen' phase).
Decrease of 5.2% hair loss phase ('telogen' phase).

70% proven effectiveness with Redensyl®



PRIMARIA

Scalpcare

LET'S GET TO KNOW
THE NEW RANGE

ELGON®

PRIMARIA PRODUCT RANGE

PRIMARIA'S ANSWER

PRE-TREATMENT

SHAMPOO

POST-TREATMENT

SEBUM



DANDRUFF



HAIR-LOSS



FOR ALL
HAIR TYPE



ELGON®

PRIMARIA DERMOPEELING TREATMENT

WHAT IS IT

Pre-shampoo exfoliating treatment to detoxify and re-mineralize the scalp.

Recommended once a month on all hair types to purify and maintain scalp in a healthy condition.

WHAT DOES IT DO

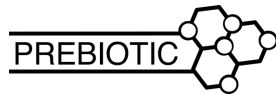
Contains natural micro-granules that rid the scalp of impurities, dead cells and pollution.

Prepares the scalp to receive treatments.

ACTIVE INGREDIENTS

PRIMARIA active formulas

Natural exfoliant obtained from Palm seeds



Size: 150ml

ELGON®

PRIMARIA BIODAILY SHAMPOO

WHAT IS IT

With gentle formula ideal for frequent or daily cleansing of all hair types.

WHAT DOES IT DO

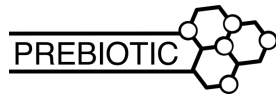
Delicate daily purifying and detoxifying action.

ACTIVE INGREDIENTS

PRIMARIA active formulas

Vitamin E antioxidant protects against damage from free radicals.

Sizes: 1000ml - 250ml – 10ml sachet



PRIMARIA REBALANCING TREATMENT

WHAT IS IT

Pre-shampoo treatment with white clay to absorb excess sebum and dandruff.

Leaves scalp healthy and refreshed.

WHAT DOES IT DO

Contains a pool of natural active ingredients with an astringent and absorbent action, which help control excess sebum.

Prepare the scalp for subsequent treatments.

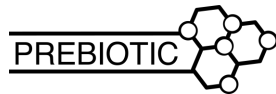
ACTIVE INGREDIENTS

PRIMARIA active formulas

White Clay with astringent action and absorbs excess sebum.


Burdock root extract: with purifying and antibacterial action to help control sebum production.

Size: 200ml



PRIMARIA REBALANCING SHAMPOO



PREBIOTIC 



 REDOXINA 2.0
with Biotech Hyaluronic Acid
and Plant-Based Keratin



WHAT IS IT

Deeply yet gently cleanses oily scalp and absorbs excess sebum thanks to the formula enriched with white clay. Refreshing effect on hair and scalp.

WHAT DOES IT DO

Contains natural active ingredients with an astringent and absorbent action, which help control excess sebum.

ACTIVE INGREDIENTS

PRIMARIA active formulas

White Clay with astringent action and absorbs excess sebum.

Sizes: 1000ml - 250ml – 10ml sachet

ELGON®

PRIMARIA PURIFYING SHAMPOO

WHAT IS IT

Gently yet effectively removes dandruff and helps prevent its reappearance.

WHAT DOES IT DO

Contains a pool of natural active ingredients with a purifying and preventive action against dandruff.

ACTIVE INGREDIENTS

PRIMARIA active formulas

Zinc gluconate to counteract dandruff and inhibit sebum production.

Sizes: 1000ml - 250ml – 10ml sachet



PRIMARIA PURIFYING LOTION

WHAT IS IT

Gentle formula helps prolong the effects of the salon Purifying Service.

WHAT DOES IT DO

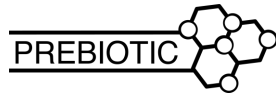
Helps fight dandruff and sebum production.

ACTIVE INGREDIENTS

PRIMARIA active formulas

Zinc gluconate to counteract dandruff and inhibit sebum production.

Spray size: 100ml



PRIMARIA STIMULATING SHAMPOO

WHAT IS IT

Gently cleanses weak or thinning hair.

Enriched with REDENSYL with strengthening and anti-hairloss properties.

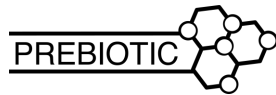
WHAT DOES IT DO

Contains a complex of natural extracts that act on the hair follicle, for fuller and stronger hair.

ACTIVE INGREDIENTS

PRIMARIA active formulas
Innovative REDENSYL complex

Sizes: 1000ml - 250ml – 10ml sachet



PRIMARIA ANTI HAIRLOSS TREATMENT

WHAT IS IT

Lotion that contributes to the prevention of hair loss
* and increases the amount of hair in the growth phase.

**test carried out on 20 volunteers for 12 weeks.*

WHAT DOES IT DO

Increases the amount of hair in the growth phase
and inhibits the release of inflammatory factors
related to hairloss.

CLINICALLY TESTED for proven results.

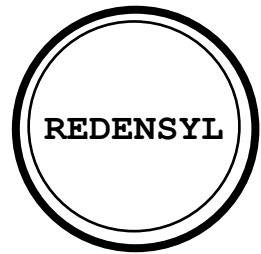
ACTIVE INGREDIENTS

Innovative REDENSYL complex

Arginine moisturises and conditions the hair and
scalp.

Vitamin PP with antioxidant action

Size: 10 vials x 8ml



ELGON®

PRIMARIA SUMMARY

1. A **complete programme of treatments** dedicated to preventing and addressing the most commonly reported scalp problems.
2. Compact yet complete range, rich in **natural active ingredients**.
3. Highly specialised treatments for unique **in-salon services** and personalised **home-maintenance** programmes, also thanks to a mix&match of Primaria with other Elgon products for tailor-made Hair&Scalpcare beauty routines.
4. With PREBIOTICS: a complex of plant-based substances that respects the microbiome of the scalp - an essential for healthy skin and a happy scalp. **YOU'LL BE AMONG THE FIRST SALONS WITH THIS OFFERING!**
5. With ANTI-POLLUTION COMPLEX: a complex of plant fibres that prevents the scalp from absorbing polluting substances.
6. With REDOXINA 2.0: complex containing hyaluronic acid and plant keratin. Makes hair stronger, youthful and healthy, with a time control effect.
7. DERMATOLOGICALLY TESTED
8. VEGAN
9. FREE FROM Sulphates (sls, sles), Silicones, Parabens, Artificial Colorants.
10. CLINICALLY TESTED Stimulating Anti-Hair Loss Treatment for proven results



**BENEFITS: 10+1 REASONS TO
CHOOSE PRIMARIA**



PRIMARIA

scalp care

IN-SALON SERVICES

ELGON®

PRIMARIA THE SERVICE MENU

WHAT IS IT?

An ultra-gentle **treatment routine** for the care and wellbeing of the scalp

WHAT DOES IT DO?

Presents the care service offering and helps the customer to choose the most suitable treatment option

THE BENEFITS FOR YOUR SALON:

- > Helps the hairstylist to explain the service offering
- > Promotes the pre-selling of the home programme > increases sales opportunities
- > Meets the individual needs of customers in a targeted manner
- > Promotes the mixing&matching with other Elgon lines, specifically for lengths

FEATURES , ADVANTAGES AND
BENEFITS FOR YOUR SALON



PRIMARIA THE SERVICE MENU

THE PRIMARIA SERVICE MENU subdivided into 2 segments

IN-SALON SERVICE BEAUTY SPECIALIST

- > Detox
- > Stop hairloss
- > Controlled pureness
- > Stop Dandruff

AT HOME MY BEAUTY ROUTINE

- > Listen to the advice of your beauty consultant
- > Maintain the benefits of the in-salon treatment
- > Continue with the beauty routine most suited to your needs and lifestyle

PRIMARIA DETOX SERVICE

Detox: purge scalp and hair of urban pollution,
promoting exfoliation



BEAUTY
SPECIALIST

ELGON®

PRIMARIA STOP HAIRLOSS SERVICE

Stop hair loss: improve hair anchorage
and lengthen the life cycle,
stimulating re-growth and
improving micro-circulation



BEAUTY
SPECIALIST

ELGON®

PRIMARIA CONTROLLED PURENESS SERVICE

Controlled pureness: re-balance and purify an oily scalp; the scalp breathes and finds a new balance.



BEAUTY
SPECIALIST

ELGON®

PRIMARIA STOP DANDRUFF SERVICE

Stop dandruff: eliminate dry/oily dandruff,
actively combating its reappearance
for a clean, calm and healthy scalp



BEAUTY
SPECIALIST

ELGON®

	SHOCK TREATMENT	DURATION	MAINTENENCE	DURATION
1 DETOX	Dermopeeling Treatment once a week. Biodaily Shampoo every day if desired.	CONSTANT	Dermopeeling Treatment* once a week. Biodaily Shampoo every day if desired.***	CONSTANT
2 STOP HAIRLOSS	Dermopeeling Treatment once a week. Stimulating Anti Hair Loss Treatment on alternate days.	2 MONTHS	Dermopeeling Treatment* once a week. Biodaily Shampoo every day if desired. Stimulating Anti Hair Loss Treatment once a week.	CONSTANT
3 CONTROLLED PURENESS	Rebalancing Treatment once a week. Purifying Shampoo and Lotion on alternate days.	2 MONTHS	Dermopeeling Treatment* once a week. Biodaily Shampoo every day if desired. Purifying Lotion** once a week.	CONSTANT
4 STOP DANDRUFF	Rebalancing Treatment once a week. Rebalancing Shampoo and Purifying Lotion on alternate days.	2 MONTHS	Dermopeeling Treatment once a week. Biodaily Shampoo every day if desired. Purifying Lotion** once a week.	CONSTANT

For dry scalps, replace several of the PRIMARIA line products with SINSEA:

* Sinsea Soothing Scalp Treatment

** Sinsea Soothing Lotion

*** Complete the treatment with Sinsea Soothing Lotion



PRIMARIA THE SERVICE MENU

AT HOME MY BEAUTY ROUTINE

- > Personalised home-maintenance programmes to maximise the in-salon treatment or enable customers who may not be able to visit the salon on an almost weekly basis to access treatment programmes.
- > Optimise the mixing&matching of Elgon care lines



PRIMARIA

scalpcare

**SUPPORTING SALES
MATERIALS**

ELGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON



PRIMARIA BACKBAR FOLDER

Folder that illustrates the line and clearly explains the features, advantages and benefits of the range with a focus on in-salon services.

Digital version, IT, EN and ES



ELGON®

PRIMARIA MARKETING MATERIALS FOR THE SALON



PRIMARIA SALON BROCHURE

A useful explanatory tool for the line to present all the Primaria products, their various benefits and all the advantages for the salon.

Digital version, IT, EN and ES

Salon brochure PRIMARIA EN



ELGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON



PRIMARIA HAIRCARE BRUSH

For all in-salon haircare services, starting with Primaria. To be combined with the silicone haircare bowl for special treatments and greater hygiene.

Cod. 5100560010

ELGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON

PRIMARIA COUNTER DISPLAY

To display and explain the entire
Primaria line to salon customers and
encourage sales.

*Indicative size 30 cm x 35 cm
in three languages
Code 5602450016*



ELGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON



PRIMARIA POSTER

To embellish your salon starting from
the shop window.

*Size 70*100 cm, front and back*

Cod. 5603070000

elGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON

HAIRCARE BEAUTYCASE



Square-shaped pochette, perfect as a beauty case to be used on various occasions (when travelling, at the gym, at home to store your favourite products).

The pochette is refastenable thanks to a zip that features a snap-hook on the end, which, when detached, is transformed into a practical keychain; the internal lining allows for additional strength and hygiene.

The artwork evokes the natural element that has always characterised the packaging of the haircare products and the concept of uniqueness, not just through the phrase but also by way of the graphic element.

Discover which!

Natural material, 100% cotton

Size: 22x14x7.5 cm

Cod. 5423010006

ELGON®

PRIMARIA MARKETING MATERIALS FOR YOUR SALON



PRIMARIA CONSUMER LEAFLET

Material to present the Primaria line to the end consumer, clearly explaining the benefits of the range (prebiotics and anti-pollution complex)

Digital version, IT, EN and ES

[PRIMARIA Leaflet_EN](#)

PRIMARIA SALES TOOLS



PRIMARIA SALES BOOK

A useful to support the sales force in their pitch.

*Digital version, IT, EN and ES
FROM JANUARY 2021*



ELGON®



PRIMARIA

scalpcare

**EXPLAIN AND SHARE:
DIGITAL SUPPORT**

ELGON®

SOCIAL MEDIA 2021 THE JOURNEY

To the HAIRDRESSER (community)



(salon service)

Elgon solution



From NEED
(anomaly
/consultancy)



(product)

Trattamenti
ANTICADUTA
energia e forza ai capelli
con PRIMARIA
16 SETTEMBRE 2020
h. 14:30
@CONNECTbyElgon
YouTube Channel

(education)



ELGON®

PRIMARIA
scalpcare

Prevents and solves the most frequent blemishes and anomalies of hair and scalp: sebum, dandruff and hairloss.

With Prebiotics for a healthier and more balanced scalp.

FREE FROM:
Sulphates, silicones, parabens and artificial colorants.

BEAUTY AND WELLBEING
IN BALANCE



ELGON®

PRIMARIA

Anti-dandruff treatment

Relieves and helps counteract the reappearance of dandruff. With Zinc Gluconate and Prebiotics for a healthier and more balanced scalp.

REBALANCING TREATMENT 200 ml
PURIFYING SHAMPOO 1000 ml, 250 ml
PURIFYING LOTION 100 ml



WHATSAPP CARDS

PRIMARIA

WHATSAPP CARDS

- > of the range
- > for each single function: dandruff, sebum, hair loss.

ELGON®

PRIMARIA

Anti-sebum treatment

Anti-sebum treatment for oily scalp. With white clay and Prebiotics for a healthier and more balanced scalp.

REBALANCING TREATMENT 150 ml
REBALANCING SHAMPOO 1000 ml, 250 ml



ELGON®

PRIMARIA

Treatment for all hair types

Purity and balance for all hair types. With Prebiotics for a healthier and more balanced scalp.

DERMOPEELING TREATMENT 150 ml
BIODAILY SHAMPOO 1000 ml, 250 ml



ELGON®

PRIMARIA

Anti-hairloss treatment

For weak or thinning hair. With Redensyl® and Prebiotics for a healthier and more balanced scalp.

STIMULATING SHAMPOO 1000 ml, 250 ml
STIMULATING ANTI HAIRLOSS TREATMENT 10 file * 8 ml



ELGON®

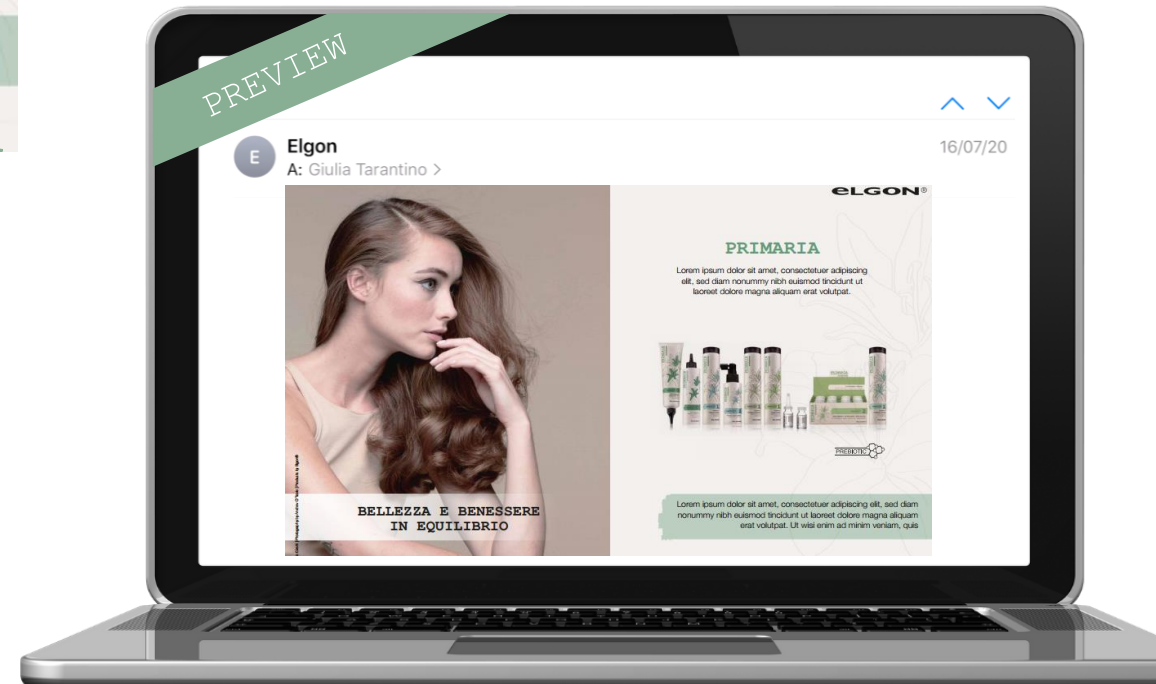
NEWSLETTER, ADV & PR



Newsletter sent periodically
to all our professional
contacts (Italy and abroad)

- Product newsletter
(PRIMARIA and related services)



Press releases and ADV in
specialised magazines with
periodic releases





THANK YOU

ELGON®

@elgonofficial  
www.elgoncosmetic.com