

TRINITY
h a i r c a r e

discover.





ROBIN SCHENKE
(CEO TRINITY haircare)

welcome

my name is Robin Schenke, I am the CEO of **TRINITY haircare AG**. It is a pleasure for me to welcome you as a new member of the **TRINITY haircare** family. You can truly believe that's not just a phrase for us, we really live that family spirit. What it means for us, which values we share, how we present in public and which benefits our products offer to you we will show on the following pages.

Have fun with our brand book, have fun with our products and – last but not least – have fun being a hairdresser!

**BRAND PUBLIC
FAMILY RELATIONS
VISION ONLINE**

PRODUCTS

DESIGN

MANAGEMENT

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ONE HEART. TWO BRANDS.

QUALITY. PASSION. YOU.

A SWISS BRAND

FAMILY CONNECTION

FAMILY VALUES

VISION | MISSION | STRATEGY

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oneheart +
two brands



trinity hairca
tailor's groo



Regardless where you go in the entire world, every professional hair salon has 3 parts which are always the same:

COLOUR – CARE – STYLING

In every salon the colour kitchen is in the back and hair stylists are mostly colouring their clients as a first service. After colouring their clients, hair stylists use care products to wash and nourish the hair. And before clients go out on the streets again, hair stylists use styling & finishing products to finalize their service.

This very clear and obvious principle is used everywhere for ages already. And these 3 parts, or 3 services, or 3 focuses, or whatever you want to call these, should always go hand in hand.

This three unity is exactly what we stand for: **TRINITY** is a direct short-version of these 2 words: three unity!

And **TRINITY haircare** offers a wide range of products for **all 3 parts: Colour – Care – Styling.**

The rings in our company logo go fluently over in one another, to clearly show we build up our entire product range in such a way that **all** products can be used after one another and enhance the overall effect and condition of your hair and scalp. And the three rings show you that we offer a total concept, which is round, easy to understand and usable around the entire world!

TRINITY haircare – Colour – Care – Styling for everyone.



Uniqueness. Individuality. Non-Conformance. Masculinity. And all that with an unmistakable style.

These buzzwords came to light when a group of friends met in 2015 to reflect on the guiding principles for developing a new grooming and styling range for real men.

Real craftsmanship coupled with passion, innovation and the highest quality – these are the attributes that are brought to life in hairdressing salons every day – and values that also define the modern man of today who cares about a well-groomed appearance.

Tailor-made – like a hand-made suit from a fashion factory, that's how we developed **TAILOR'S**. Care, styling and shaving products specially developed for the unique needs of men's hair and more than that: ingredients and packaging of the highest quality, product and brand design that gives a modern, contemporary face to the traditional, honest and artisanal barber shop style and a whole **TAILOR'S** world surrounding the series, which points out in an inimitable way: If it's **TAILOR'S**, it must be something for real men!



POMADE
TRINITY

TRINITY
LOAD
GEL

TRINITY
LOAD
CURL
MOUSSE

TRINITY
FEEL





Cream
M.B.

Clay
J.A.A.

ESTABLISHED BY
TAILOR'S
SWITZERLAND
MADE IN SWITZERLAND
Spray
A.F.

Wax
A.D.

Pomade
C.F.

Gum
T.S.

ESTABLISHED BY
TAILOR'S
SWITZERLAND
MADE IN SWITZERLAND
Gel
F.F.

ESTABLISHED BY
TAILOR'S
SWITZERLAND
MADE IN SWITZERLAND
Glue
T.D.



timefor**something**

NEW



quality.
passion.
you.

brand

family

vision

QUALITY IS OUR DEMAND.
PASSION IS OUR DRIVE.
AND **YOU** ARE THE REASON!



quality.
passion.
you.



onehundred per cent swissness

PREMIUM QUALITY

MODERN DESIGN

TRADITION

ENVIRONMENTAL CONSCIOUSNESS

Like most people, we, as a company, are proud of where we come from – Switzerland. That's exactly why we stand for many things connected to Switzerland.



family connection

At **TRINITY haircare**, we are one big family – from the managers through our employees to the distributors and every single hairdresser who works with **TRINITY haircare**. Our family stands for:

LOVE

RESPECT

LOYALTY

HELP

HOME

HONESTY

We invite you to step into the world of **TRINITY haircare**, to join our network, to become part of our family. Join us now and find your own important role within our **TRINITY** family!



family values

In each family, there are traditions and values which are passed from one generation to the next. At **TRINITY haircare** it's just the same. w of these values should be natural, others make our company so special. But there's one thing that these values have in common – they are essential for **TRINITY haircare**! **Join our TRINITY family in which we:**

RESPECT EACH OTHER

BELIEVE **HONESTY** WILL PREVAIL

BUILD TRUST THROUGH **LOYALTY**

SHARE AND EMBRACE **LOVE**

SUPPORT EACH OTHER AND SHOW OUR

PASSION, IN OUR WORK & IN OUR LIFE

ARE **TRANSPARENT** AND OPEN IN EVERYTHING WE DO

TAKE **RESPONSIBILITY** AND ACCOUNTABILITY FOR OUR ACTIONS



visionmission strategy

Our vision – we want to become one of the worldwide leading brands in today's professional haircare market. Not in terms of size or turnover, but in terms of brand awareness and popularity.

Our mission – we sell and promote our 100% salon exclusive premium products with Swiss premium quality. With a clear focus on training, help and support to create success and strong growth for our partner salons.

Our strategy – we create a strong and cooperative network of people that are 100% aligned with our company policy and company values and help us to spread our message.



PURIFIED
MOUNTAIN
WATER



cruelty free
AND
VEGAN



WE CARE
WE SHARE
WE ACT



100%
SWISSNESS
PROUD
OF OUR
ROOTS



R&D
THE
SINGLE BEST
INGREDIENTS



PPM



CARING
ABOUT OUR
PLANET



ALPINE SPA
CONCEPT



TRINITY
FOR EVERYONE
UNIQUE AS
YOU

nine elements

Making high quality even better, emphasizing on our values and never forgetting where we come from – that was the base for our careful considerations when developing our hair cosmetics line.

We wanted to achieve more than just coming up with a series of new products. We wanted to present to you an entire concept, a true and honest story that results in a range of high quality, professional hair cosmetic. That is why we developed **TRINITY haircare** around **nine elements**. Attributes that are all part of our philosophy.





We thought that the central theme for our care line should be centralized around the single most precious gift of nature. The source of life itself. In its purest form.
PURIFIED MOUNTAIN WATER



We strongly believe that our Research and Development should never harm nature or animals. From Day One we develop all of our products **100% CRUELTY FREE**. So we are listed on the PETA list of cruelty free companies which is a big honour for a company in the beauty industry.



We believe that we should give back to the community and that we should show our awareness of the **social responsibility** that we have as company. That is why we support so many global and local charity initiatives. Do you want to support a project in your country or region? Just tell us, we are always looking for projects that deserve our support.





We want our products to combine all the characteristics that we love about our home – quality and reliability, precision and creativity, dedication and tradition... simply **100% Swissness**



We thought that our products should bring the base that nature gives us to perfection, by using the **most modern ways of research.**



For us it makes much more sense to point out the **good things** that actually make our products unique, rather than advertising what we have turned down. From the very basics, to the active ingredients and the specific functional extracts to the usage in your professional hair salon or at your client's home – this is the information that we want to provide to you.

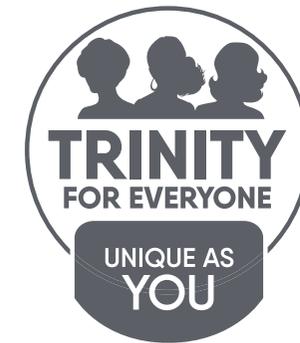




We are concerned with the idea that our packaging should not pollute the world that we hand over to our children. That is why **sustainability and recycling** are key focus areas for TRINITY haircare.



We thought that our care line should hold all the good natural extracts that our home has to offer. We call this our **Alpine Spa Concept**.



At TRINITY haircare we would like to offer a **complete concept**. A series that answers all requirements in a professional hairdressing salon. Not just the requirements of today, and not just for one hair type, **but for everyone and always**.



swissoriginal

We are proud of where we come from. Our heart and our soul, our entire company heritage originates from the place we call home: the Swiss Alps, in particular the region Appenzell & Sankt Gallen, not far from the Lake Constanze.

To be Swiss from origin means a lot of things: quality, pureness, transparency, natural, independent, passionate and so many things more. Studies clearly show that when you ask any person about the best countries in the world, Switzerland is always in the top 10, regardless where you ask this question around the world.

But what does it mean for **YOU**? Well: let's put it like this: since we are from Switzerland, not only do we need to follow and respect the European and global rules & regulations for cosmetic companies, but we also need to develop, formulate and produce our products in accordance with the Swiss regulations, which are in many cases more strict than other regulatory guidelines.

Does this mean our products are better than others? Well, that's up to others to decide! But does it mean our products are tested more often **and** more strict? Absolutely!

And what does that mean as a result? Just go out there and test it yourself!

We try to stay close to home when developing, formulating and producing our products, so at first we always look at what ingredients, suppliers and other possibilities we have inside Switzerland or the countries around us. Also, we try to follow many of the Swiss standards, focuses and expertise there are.

This ultimately defines us as a company. **We call this 100% Swissness.**

VDI DILUTIONISTE

cremehaarfarbe 1:1 | haircolour cream | crème colorante | colorazione in crema | crème-käuring

VDI

CONTRASTE

cremehaarfarbe 1:1 | haircolour cream | crème colorante | colorazione in crema | crème-käuring

the colours of
TRINITY
hair colour



the colour company

It is the first ring in our company logo, it is one of the most important drivers for our industry, it is the most valuable tool a professional hair stylist has to show and displays his or her skills and it is the first thing you are able to see when looking at people in the salon or on the street: **COLOUR!**

For **TRINITY haircare** colour is life, colour is expression, colour is inside our DNA. We call ourselves the Colour Company from Switzerland, and for good reason!

With no less than 2 complete colour series for both permanent and demi-permanent colouration, 2 direct colouring product series, 2 bleaching series and many additional colouring products, such as pastel coloration, metallics, grey colours, contrast colours and even many more, it is safe to say that **TRINITY haircare** is a colour company.

We offer more than 300 different colouring products to professional hair stylists that want to use only the best possible quality, exclusively for their salon.

A life without colour is no life at all!

With **TRINITY haircare** you can lead the most colourful life you want.



TRINITY
haircare
quality. passion. you.

SENSITIVE
SHAMPOO
perfume-free | with sunflower



TRINITY
haircare
quality. passion. you.

COLOUR
SHAMPOO
with pomegranate oil & rose hip



TRINITY
haircare
quality. passion. you.

BLONDE
SHAMPOO
with platinum & lavender



TRINITY
haircare
quality. passion. you.

ARGAN
SHAMPOO
with argan oil & lavender



care essentials

Passionately developed with the highest precision, exclusively for you. The Essentials of ourselves, our work... of TRINITY haircare.

Making high quality even better, emphasizing on our values and never forgetting where we come from – that was the base for our careful considerations when developing our new care line.

We wanted to achieve more than just coming up with a series of new products. We wanted to present to you an entire concept, a true and honest story that results in a range of high quality, professional hair cosmetic. That is why we developed the new **TRINITY haircare** around 9 elements – attributes that are part of our philosophy, concerns that are important to us and basics that we want to emphasize on. You will find these elements in all of our products and returning in our everyday work.



POMADE
TRINITY

TRINITY
LOAD
GEL
100ml e

TRINITY
LOAD
CURL
MOUSSE
medium shine
medium hold
no alcohol

TRINITY
LOAD
TRINITY
LOAD



reload yourself

Wherever you are. The world is a catwalk. MAKE IT YOURS.

Coming to you from 9 of the world's most famous fashion capitals, with a clear focus on individual hairstyles we present to you the best styling & finishing products. Whether you are On-Stage, Off-Stage or Back-Stage, with re:LOAD **you** are always on the **Main Stage** of **your** salon!

We extend the world's most famous fashion catwalks into **your** salon, so that you are able to create **your** individual hairstyles and perform **your** styling and finishing magic. re:LOAD styling series offers a full range of styling & finishing products created and designed in our **TRINITY haircare** laboratories to go out and be used on all the main stages and fashion catwalks around the world... but above all in **your TRINITY haircare** partner salon!

salon services

TRINITY haircare offers a range of products and services for our partner salons which completes the supply in the salon – two different perm series and two bleaching series. Bleaching has never been so easy as with our **Oxiblond** bleaching series which is even available with our Bond Amplifier Care Complex. The services are completed with **Sonarity 42** and **Natural Wave** two perm products, which fulfil all demands.

And **Triniforce** is the completely unique salon therapy for the deep penetrating reconstruction of damaged hair. This professional, salon exclusive therapy fights the most common hair problems: **KERATIN FILLER** repairs damaged hair and refills it with keratin. **FIBRE THICKENER** layers at the cuticula and thus creates thicker hair. **BOND AMPLIFIER** acts before damages are done – during a coloration or during bleaching. All three combine a salon exclusive treatment and intensifying treatments at home. Each of the three care systems contains its' own complex of active ingredients which is especially designed for the respective needs. The result is healthy, thick hair that even resists chemical treatments easily.

TRINITY
LOAD

TRINITY
LOAD
SPRAY
medium shine natural hold
100 ml e 140 3

SPRAY
medium shine ultra strong
mittlerer glanz ultra starker
brillo medio fijación ultra
500 ml

LOAD
GEL
SPRAY
high shine strong hold
200 ml e

TRINITY
MUD
matt styling cream strong h

PANTONE 5275 U
PANTONE 667 U
PANTONE 7678 U
PANTONE 5285 U
PANTONE 666 U
PANTONE 7677 U
PANTONE 5295 U
PANTONE 665 U
PANTONE 5305 U
PANTONE 664
PANTONE 8315 U
PANTONE

individual eyecatcher

You never get a second chance to make a first impression. That is our basic consideration when designing and purchasing our packaging material. We know how important it is that the appearance, design and look of our products live up to the outstanding quality that is inside the bottle. How should a client experience it when she or he is not convinced, touched and thrilled by the first thing that you see: the packaging.

KALEID
75ml e

CREATIVE & AMMONIA FREE

75ml e
KALEID
TRINITY
CREATIVE & AMMONIA FREE & DIRECT COLOUR

75ml e
KALEID
TRINITY
CREATIVE & AMMONIA FREE & DIRECT COLOUR

75ml e
KALEID
TRINITY
CREATIVE & AMMONIA FREE & DIRECT COLOUR

75ml e
KALEID

impression

Appealing designs that fit into any bathroom, good esthetics and haptics and of course a well thought-out and functional usability is important for us.

Always the right size – You're travelling a lot? Take our travel sizes with you. You are convinced of what you have experienced in salon and want to use **TRINITY haircare** daily at home? May we offer our standard sizes to you. You are a hairdresser and you need our products for your daily work in salon? Then our salon sizes are exactly the right thing for you!

TRINITY haircare's packaging was especially designed for our lines, reflecting the high quality of the content and enhancing and simplifying the sales in the salon.

Apart from that we do not only focus on design but also on sustainability of our boxes and bottles and always try to use most environmental friendly materials.

All these considerations have driven us more than once to become part of pilot projects for packaging innovations until today and we understand this as our standard also for the future.



imagery collections

The imagery is one of the most important instruments to show the values of a company to the public. That's why we strictly have an eye on the fact that our collections and print products reflect our philosophy.

Twice a year we publish new trendcollections for TRINITY, always combined with new cutting and colouring techniques. **Once every year we issue brand new Signature Looks for TAILOR'S Grooming**. So, we keep our partner salons one step ahead when it's about fashion.

Also, our corporate images which we shoot on a regular basis show how we, as a company, see ourselves:

**PREMIUM QUALITY & INTERNATIONALITY
EXCLUSIVITY & TRADITION
AS ONE BIG FAMILY!**











family gathering

Like in any big family everyone is busy with his own daily business – but again and again there are occasions where all come together, exchange experiences, laugh together and party.

It's just the same at **TRINITY haircare** – at our **TRINITY Travel Events** family members from all over Europe meet, the different countries have their academy days, family events and much more. Then there are fairs, presentations, shootings and many other events where you meet all the old faces – and some new ones as well!

If you want to achieve a new level of hairdressing, the **TRINITY Academy Days** are the right option for you. Small groups, new techniques and experienced trainers are the key ingredients for these successful workshops. A small show part is followed by intensive trainings which include a mixture of look & learn and hands-on workshops.

The **TRINITY Trend Days** are strongly connected to our collections. With a clear focus on the new trends and techniques which are created for any of our trend collections, the **TRINITY haircare Trend Days** are a perfect mixture of a great show program and interesting look & learn workshops.



travelandfairs

If you have the chance to join one of our travel events, you will definitely understand what the **TRINITY** family spirit is all about.

People from all over the world come together to have fun, to celebrate, to experience our products and to discuss with colleagues from different countries. Our events have taken us to great locations so far – Barcelona, Porto, Dublin to mention just a few.

When **TRINITY haircare** takes part at trade fairs, we go to the top – literally. For example, at the **TOP HAIR** Düsseldorf the visitors were invited to climb a mountain at our booth – not as big as the famous Swiss Matterhorn, but still a challenge.

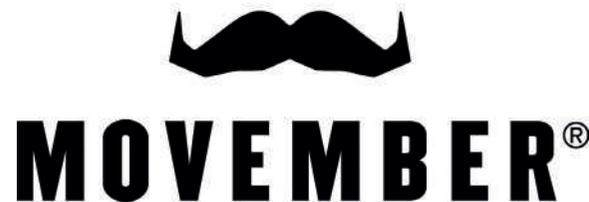
You will find us at local fairs all across Europe but also at the big international fairs you can be sure to meet us: **COSMOPROF** Bologna and Las Vegas, **SALON** London, **MCB** Paris... you name it!

Come and join us at any fair, we will make it an unforgettable experience.



social responsibility

In course of the last years we have proudly supported:





education

Our vision on education is simple: learn from and with each other, stay focused and always try to be open, communicate and share ideas and vision and try to do this as often as possible.

Small groups with personal attention, not too many different types of trainings, but a good and decent depth and variety and trainers & educators that have the capability and personality to become part of the group and not stay above the group.

This is **TRINITY haircare**. Education as one of the pillars for our mutual success.

MEDIUM HOLD



online social media

TRINITY haircare is working hard to not only follow up on the ongoing trends and innovations regarding new media, social media and the many different online opportunities and communities, but to pro-actively use these as important parts of our communication, strategy and growth ambition for the future.

And therefore, we need you! Follow us on all channels and post your creations using the hashtags

#trinityhaircare #QualityPassionYou #tailorsgrooming and **#madeforrealmen**



TRINITYhaircare
tailorsgrooming



trinity_haircare
tailors_grooming



ourservices

Since every family member is different and has different characteristics, needs and requirements, **TRINITY haircare** has developed the **TRINITY** Service & Support model, a model which ensures that every single **TRINITY** partner salon gets the same level of service & support, but can still choose individually what should be the focus area within this service & support.

The model is built up in such a way that you can see in one overview what services and what kind of support is available in your region or country. Within this overview every partner salon can choose if they want to focus more on marketing support, on sales support or on technical support.



ourpromise

OUR PROMISE IS SIMPLE:

STAY CLOSE TO YOUR BELIEFS,

CLOSE TO YOUR ROOTS, CLOSE TO YOURSELF.

EVERY PERSON IS UNIQUE, EVERY MEMBER OF A GROUP,
A COMPANY, OR A FAMILY HAS THE RIGHT TO BE HIS-, OR HERSELF.
WE PROMISE TO LIVE BY OUR COMPANY ROOTS, BY OUR BELIEFS,
OUR VALUES AND OUR PASSION AND TO LISTEN TO THE NEEDS
AND REQUIREMENTS OF ALL OF OUR FAMILY MEMBERS AND TRY
TO ANSWER THESE THE BEST WAY WE CAN.

TRINITY HAIRCARE – QUALITY. PASSION. YOU.

that's why
trinityhaircare

SWISS PREMIUM QUALITY
SOLD 100% EXCLUSIVELY IN HAIRDRESSING SALONS
CRUELTY FREE
FAMILIAR COOPERATION
SHORT COMMUNICATION CHANNELS
TRANSPARENT AND FAIR PRICING SYSTEM
TYPE-SPECIFIC AND INDIVIDUAL SUPPORT
FULL ASSORTMENT
MARKETING & PROMOTIONS & FLEXIBILITY



quality.
passion.
you.

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**JOIN THE FAMILY.
NOW.**