



AIUTA CHI SI RADE

PRORASO

FIRENZE

SUMMARY

POSITIONING

CORE VALUES

COMMUNICATION

ANALYTICS

PRODUCT RANGE





POSITIONING

Italian barber's choice since 1948.

CONSUMER BENEFIT

complete and professional line of products Made in Italy, offering the best wet shaving with affordable prices.

REASON WHY

traditional working methods and working times;
formulas developed in collaboration with professionals.

SUPPORTING EVIDENCE

90% of Italian barbers use Proraso with satisfaction

TONE OF VOICE

institutional, classic, elegant, engaging

CORE VALUES

HERITAGE

QUALITY OF THE PRODUCTS

RELATIONSHIP WITH BARBERS

MADE IN ITALY



HERITAGE

A BEAUTIFUL ITALIAN STORY.

*Founded in 1908 by Ludovico
Martelli, we've been setting trends in
the shaving world for three generations.
Proraso grows by Italy's side.*



HERITAGE

EVOLUTION ACCORDING TO TRADITION.

The Proraso labs create products that stand the test of time, defy passing trends and become classics. Over time, our formulas, based on natural and trusted ingredients, are enriched and improved, our packaging is refreshed and new product lines win over new admirers. But the underlying principle remains that was defined by Piero Martelli and later by his son Ludovico: to create professional, quality products that deliver a pleasurable and impeccable shave, in the barbershop and at home.



The 40's



The 40's



The 50's



The 70's



The 80's



The 90's



The 2000's



2010



2019

QUALITY OF THE PRODUCTS



J. Roberts

★★★★★ **Best shave cream I have tried so far.**

December 22, 2017

Verified Purchase

I gave up canned of Barbasol about two years ago and switched to creams. First of all, if you're on the fence, I recommend giving up any of the canned stuff. Once you find a good cream, the shave you get will be better than ever before in my opinion.

Oct 7, 2016



Proraso Blue. Great cushion and slickness, lovely post-shave feel, and a pleasant understated scent. Plus, if you can get it at a price point of about \$2.50, one of the best value creams around.

May 23, 2012



Have tried Trumpers, Truefitt and Taylor's.

And I STILL reach for the Proraso Green tube more than anything else...

Apr 2, 2017



Will

★★★★★ **Excellent shaving soap for new and experienced DE shavers.**

July 9, 2013

Verified Purchase

I started DE shaving with the Proraso Green Tub soap and I can't see myself changing to a different product for the time being. This soap lathers into a rich creamy lather that provides easy gliding for your razor blade and a light refreshing feeling on your skin. The feeling even gets better after you wash it off as it leaves the skin smooth and soft unlike those "foam in a can" products I was using before.

To me Proraso is a simply superior product. If we now also consider the new "Single Blade" professional line of creams by Proraso, there is no competition at all. Just my opinion.



MADE IN ITALY

RELATIONSHIP WITH BARBERS



INTERNATIONAL COLLABORATIONS

Accademia Proraso will collaborate with other international Barbers schools focused on hairstyling to provide expertise and classes in the area of shaving.

Nottingham, UK – Sid Sottung Academy



Lisboa, Portugal – Figaro's Barbershop



Rotterdam, the NL – New York Barbershop





**COMMU
NICATION**

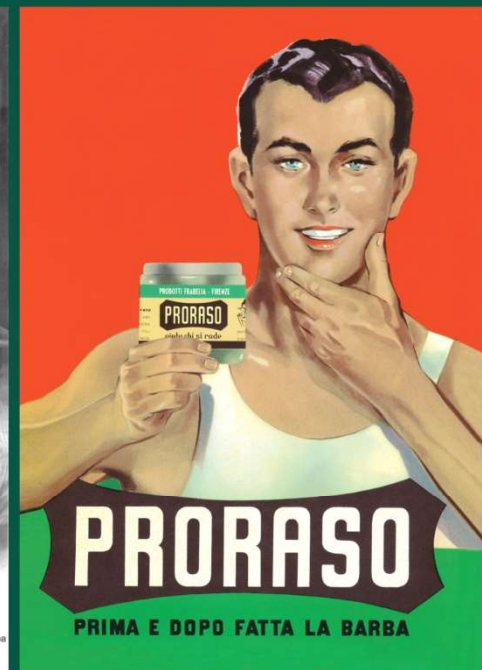
OUR ICON.

*Meet Gino, Proraso spokesman in the 1950s and a
fixture on our packaging.*



STILISH COMMUNICATION FOR 65 YEARS.

Proraso's image is legendary, conveying Italian taste and the history of a brand synonymous of quality in the shaving world.



DAILY PRESS ANNOUNCEMENTS: A GALLERY OF REAL-LIFE PORTRAITS.



THE TV AD:
STOPPING AT THE WORLD'S MOST
BEAUTIFUL BARBERSHOPS.



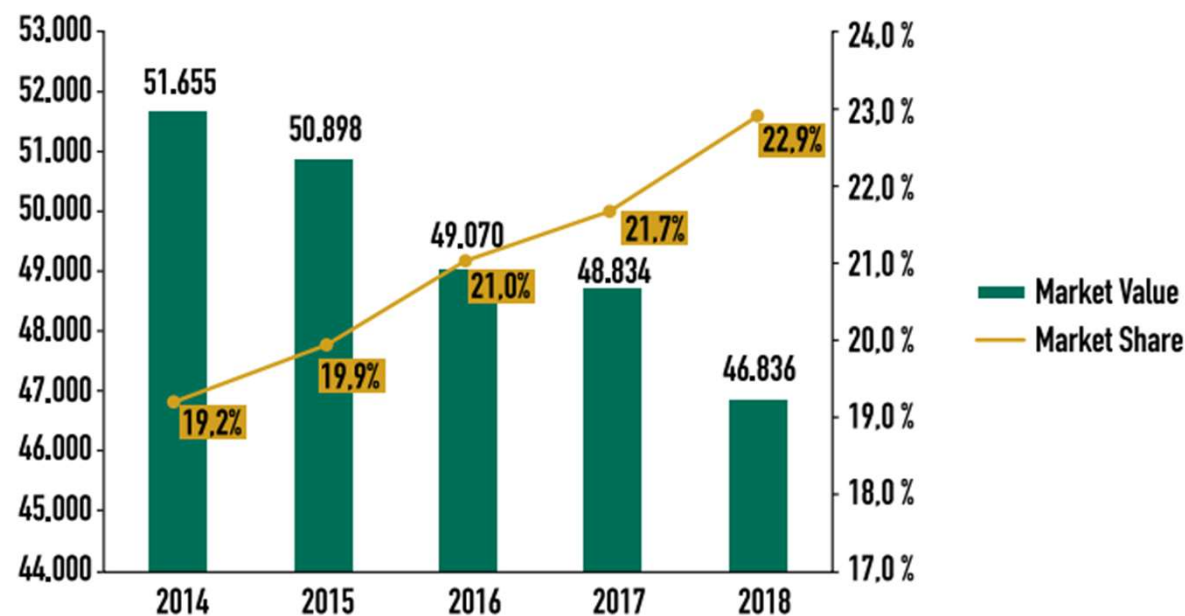


EVENTS



ANALYTICS

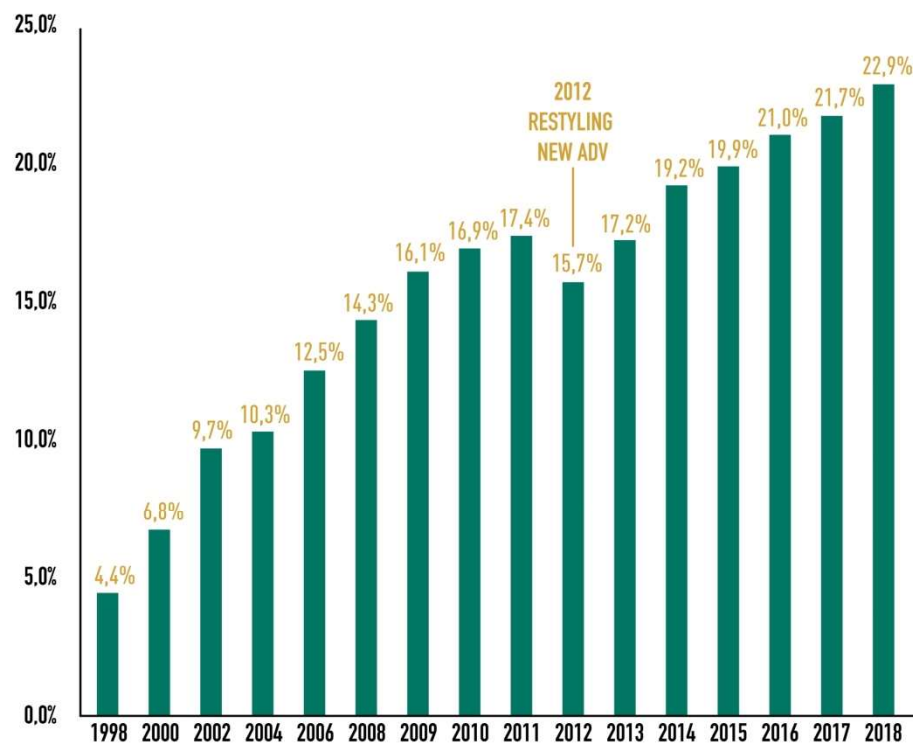
PRORASO AND ITALIAN SHAVING MARKET PERFORMANCE



	2014	Var%	2015	Var%	2016	Var%	2017	Var%	2018	Var%
Market Value	51.655	- 0,59	50.898	- 1,47	49.070	- 3,59	48.834	- 0,48	46.836	- 4,09

Data source: IRI Data Market Turnover Oct 2018 (€/000)

PRORASO VALUE MARKET SHARE ITALY 1998 - 2018



Data source: IRI Data Market Turnover Oct 2018

VALUE MARKET SHARE ITALY 2018



Market	46.837
PRORASO	22,9
GILLETTE	20,5
PREP	12,3
NIVEA	11,1
INTESA	8,5
PALMOLIVE	7,2
NOXZEMA	5,3

Data Source: IRI Market Turnover AT Oct 2018 (€/000)



PRODUCT RANGE

SHAVING PRODUCT RANGE

Proraso offers for consumers and barbers a complete line of products for wet classical shaving:

PRESHAVE CREAM

SHAVING CREAM AND SHAVING SOAP

SHAVING FOAM

AFTERSHAVE BALM AND LOTION



PRORASO'S ARRAY



REFRESHING: with eucalyptol oil and menthol unites purifying and toning action with a pleasant refreshing and revitalising effect.



SENSITIVE SKIN: enriched with Oat and Green Tea Extract, softens the beard, defending the skin against aggression by the razor and preventing reddening.



NOURISHING: enriched with Sandal Oil and Shea Butter, provides profound nourishment to the skin, keeping it soft and elastic. The beard will be softer and shaving easier.

THE 3 STAGES OF THE PERFECT SHAVE

FOLLOW THE ADVICE OF THE BARBERS WHO USE PRORASO



1

ALWAYS USE PRE-SHAVE CREAM

YOUR BEARD BECOMES SOFTER, YOUR SKIN RELAXED



2

SPREAD THE SHAVING SOAP

THE RAZOR SLIDES LIKE A CHARM



3

APPLY THE AFTERSHAVE

YOUR FACE IS SMOOTH, FRESH AND VIGOROUS



PREPARATION

SHAVING

PROTECTION

PRESHAVE CREAM

DESCRIPTION:

The ideal way to prepare the skin for a perfect shave: its action softens the hair, moisturising it and making the skin more receptive to action by the soap. Proraso's iconic product, for over 70 years it has preserved the process and formula which have made the gesture of shaving easier for Italian men.

DIRECTION FOR USE:

Dampen the face and apply Proraso Pre-Shaving Cream. Massage applying circular movements and do not rinse. Then shave normally using soap or shaving cream.



SHAVING CREAM & SHAVING SOAP

DESCRIPTION:

A great shaving classic (it was the second product to be launched by Proraso): an extremely fine, dense and creamy soap which affords accurate and profound shaving: it protects the skin, leaving it soft and moisturised. With help from the brush, it instantly turns into soft and compact foam for perfect shaving.

DIRECTION FOR USE:

TUBE: Dampen the Proraso brush with warm water. Gently let about 2 cm of soap settle in among the bristles of the brush, and massage the face with round movements. The soap will quickly turn into a creamy and compact foam able to soften any kind of beard, making shaving a pleasant daily habit.

JAR: Dampen the Proraso brush. Use circular movements to pass it on the soap, obtaining a soft and compact foam. Once the foam has mounted, lay it on the beard and start shaving. Close the product after use to prevent it from drying and becoming yellow. Even if the product dries, it will not lose its properties when reused.



AFTERSHAVE LOTION & AFTERSHAVE BALM

DESCRIPTION:

LOTION: A daily gesture which completes the shaving ritual, conferring immediate relief on the skin.

BALM: Shaving is an action which alters the normal physiological balance of the skin. Applying the aftershave balm will activate a physiological response and restore the conditions of the hydrolipidic film. Immediate alcohol-free relief, to complete the shaving ritual.

DIRECTION FOR USE:

After shaving, spread it on the face, massaging gently with the hands to facilitate absorption.



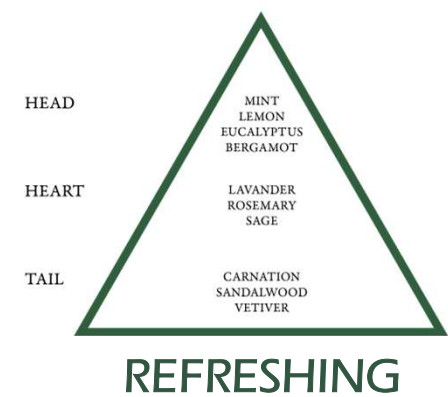
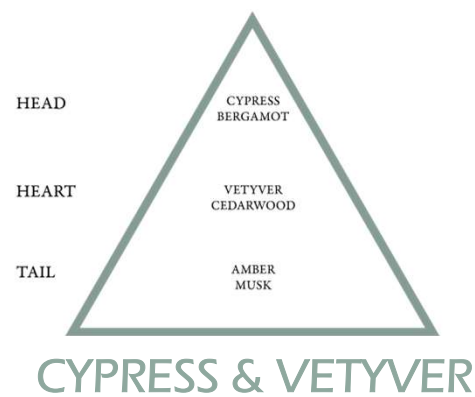
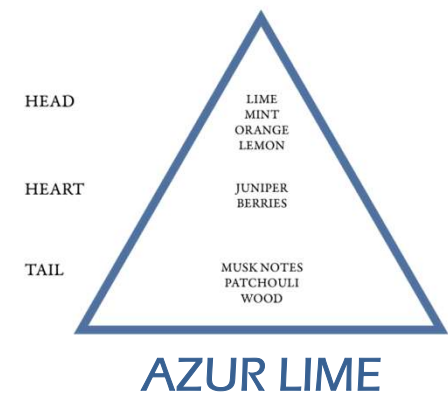
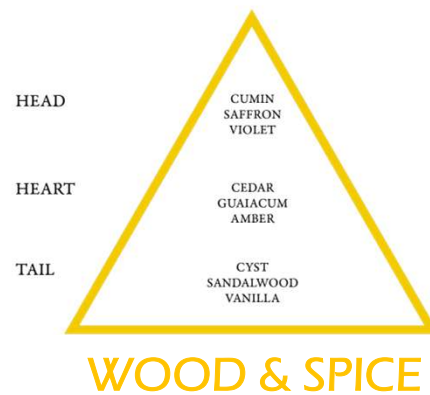


BEARD CARE PRODUCT RANGE

Since 2014 we produce and sell a complete line for all the needs of beards care:

BEARD BALM
BEARD OIL
BEARD SHAMPOO
MUSTACHE WAX

OLFACTOR Y PYRAMID



BEARD WASH

DESCRIPTION:

A delicate shampoo for beard, dedicated to those who love to care for their beards.

DIRECTION FOR USE:

Dampen the beard with warm water and massage the detergent deep into the body of the beard. After rinsing, it will give a feeling of well being and freshness and leave a pleasant fragrance. It is advisable to use it twice a week.



BEARD BALM

DESCRIPTION:

Balm for the first weeks of growth of beard and moustache. It reduces that unpleasant itchy feeling, softens the beard and refreshes the skin.

DIRECTION FOR USE:

Apply a small quantity on the beard and moustache, massage accurately and deeply into the body of the beard down to the skin.



BEARD OIL

DESCRIPTION:

A beard oil designed for those who want to keep their beards long and thick. It makes them soft, disciplined and pleasant to stroke.

DIRECTION FOR USE:

Put a few drops on the palm of the hand. The quantity will depend on the thickness, length and structure of the beard. As an alternative, one can spray it on, being careful to spread it evenly from the root to the tip of the hairs.



HOT OIL & MOUSTACHE WAX

DESCRIPTION:

Intensive restorative and conditioning treatment which tames and disciplines a rough and rebellious beard, promoting healthy growth.

DIRECTION FOR USE:

Steep the single dose vial into warm water for about two minutes. Apply the oil to the beard. Be careful to go deep into the body of the beard. Massage the oil in from root to tip. Let it settle in for a few minutes, helping oneself with the warm towel. Rinse with cold water. It is advisable to use this treatment once a week.



DESCRIPTION:

This shapes the moustache for every style, from classic handlebar to Hungarian. It also nourishes and protects the moustache and rinses easily.

DIRECTION FOR USE:

Take a small quantity of Wax and work on the moustache, depending on the style you want. To remodel and obtain a greater setting effect, dampen the moustache again and repeat the process.



