

TRINITY
haircare

DISCOVER.

WELCOME BENVENUTO BIENVENUE
WILLKOMMEN BEM-VINDO VÍTEJTE
WELKOM ΚΑΛΩΣ ΗΡΘΑΤΕ LAUKIAMAS
VITAJTE DOBRODŮSLI GAIDĪTS
ДОБРО ПОЖАЛОВАТЬ VELKOMMEN



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!

A SWISS BRAND

THE BRAND THE FAMILY THE VISION

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#TRINITYHAIRCARE

#WELOVEYOU

quality.
passion.
you.



#ASWISSBRAND

THE BRAND THE FAMILY

#THEVISION

TIME FOR
SOMETHING **NEW**



**quality.
passion.
you.**

YOU

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

QUALITY.PASSION.YOU.

100% 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.



A SWISS BRAND



quality.
passion.
you.



FAMILY

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 CONNECTION

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. Some 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



PASSION



100%



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.

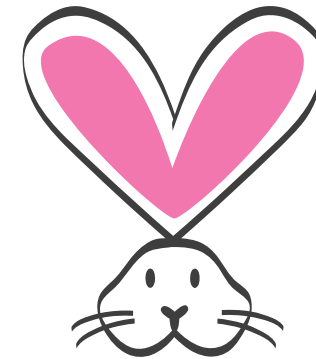
Our strategy – we create a strong and cooperative network of people that are 100% aligned with our company policy and company values and help us to spread our message.

TRINITY haircare cares – not only about hair.

**ABOUT PEOPLE.
ABOUT NATURE.
ABOUT THE ENVIRONMENT.
ABOUT THE FUTURE.**

So it's natural for us to produce our products without testing on animals, to use sustainable resources and to focus on the well-being of people – many awards and certifications are just a matter of course.

For example, we are listed on the PETA list of cruelty free companies which is a big honour for a company in the beauty industry. And we are also proud to be certified with labels like ECOCERT or FSC. We care about this planet – because it's our future.



crueltyfree





WE CARE



WE HELP

TRINITY haircare wants to help people – first to look good, but also to feel good. That's why we support different charity organizations in many countries. We support the German Barber Angels with products to help them giving new self-confidence to homeless people, we raised money for the Dutch cancer organization KWF and we donate money to many international foundations like DKMS or Pink Ribbon.

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 SUPPORT



WE DELETE BLOOD CANCER





ASWISSBRAND

TAKECARE

quality.
passion.
you.

#TRINITYHAIRCARE

PRODUCTS OF TRINITY HAIRCARE

#BEAUTIFUL

[illegible]

Most of our products are the result of a long term of work – marketing specialists, r&d, trend experts and sales specialists discuss many hours before our partners can hold a product in their hands. But sometimes they are created quite different – because of the ideas and the feedback of the many hairdressers who work with TRINITY haircare worldwide.

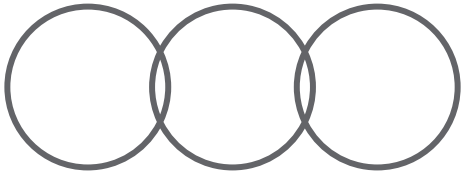
Our products simply need to incorporate everything we stand for. For our values, for our family spirit, for our Swiss origin, for our demand on quality, performance and usability and they need to live up to our vision on product development: a product should simply deliver and do what you expect from it – and preferably even more!

TRINITY haircare offers the perfect product for any demand for our partner salons. 100% salon exclusive! Our products contain as much natural ingredients as possible, are never tested on animals and fulfil the highest demands regarding their performance, their usability and their design.

SWISS ORIGIN

OUR PRODUCTS

Thanks to our colour series Colours of TRINITY, VDT, KALEID and the fresh-up colour nutri mask you can really call us a „colour company“. Colours of TRINITY offers more than 130 shades which are inspired by the latest catwalk trends, VDT attracts the artists among the hairdressers with also more than 130 shades and 85% natural ingredients and the direct colours KALEID with 12 shades allow extremely colourful effects.

the colours of

TRINITY
h a i r c a r e
VDT
de TRINITY



60ml e

CONTRASTE

cremehaarfarbe 1:1

haircolour cream

crème colorante

colorazione in crema

crème-kleurung

VDT

cremehaarfarbe 1:2

haircolour cream

crème colorante

colorazione in crema

crème-kleurung

DILUTIONISTE

60ml e

TRINITY

cremehaarfarbe 1:1

haircolour cream

crème colorante

colorazione in crema

crème-kleurung

VDT

cremehaar

haircolour cream

crème capillaire

colorazione

crème

90



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 oil



TRINITY
haircare
quality. passion. you.

ARGAN
SHAMPOO
with argan oil & lavender



A good and healthy treatment and care for the hair and scalp is one of the most important starting-points during the development process of all products of TRINITY haircare. Whether it is the daily care of your hair and scalp, the intensive treatment or necessary care and solution to several hair and scalp problems, TRINITY haircare care series has the answer and matching product for all your nourishing and caring needs.

COLOUR
BLONDE
CAFFEIN

MOISTURE
SUMMER
ARGAN

VOLUME
WINTER
SENSITIVE

With the professional styling series reload TRINITY haircare offers a complete and very diverse variety of products to style, restyle and finish every haircut just the way you want it.

Products that offer different hold, glossy or matte, pastes, gels and waxes, sprays with or without aerosol and much more – everything is possible with reload from TRINITY haircare.

>> reload



>> reload
>> reload
>> reload

muddy putty
water based
permanent ink

>> reload
>> reload
reload

TRINITY
pens

reload
reload
reload

VIBLOND

cremeblondierung 1:2 | bleaching cream | décolorant

00

TRINITY

TRINITY
haircare

TRIPLE-X

3.2
CONDITIONER
100ml e

TRIPLE-X

OXIBLONDE

TRINIPLEX TRINIFORCE NATURAL WAVE

TRINITY haircare offers a range of products for our partner salons which completes the supply in the salon – three different perm series and two bleaching series. Bleaching has never been so easy as with our Oxiblonde bleaching series which are partly available as powder or paste. The services are completed with three perm products, Sonarity, Sonarity 42 and Natural Wave, which fulfil all demands.

SONARITY

THE WORLD OF SALON SERVICES

INDIVIDUAL. EYECATCHER. BE UNIQUE...

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.



TRINITY

TRINIFORCE

KERATIN FILLED



PANTONE Cool Gray 10 CPAN



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.

IMPRESSION

OUR PACKAGING



ZOFF
TAKE TWO

The background is a collage of various magazine pages. At the top left, a page features the words 'CLASSY', 'TRENDY', 'FASHION', and 'WINE' in large, bold, serif letters. Below this, a page shows a close-up of a person's face with the text 'trend collection fall/w' visible. To the right, another page has the word 'COLLECT' in large letters, with 'photography' and 'nature' written below it. At the bottom left, a page displays the word 'FANTASY' in a stylized font. The central text 'IMAGERY OF TRINITY HAIRCARE' is overlaid in a large, white, serif font with a subtle drop shadow. The overall aesthetic is sophisticated and fashion-oriented.

IMAGERY OF TRINITY HAIRCARE

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 trend-collections, always combine with new cutting and colouring techniques. 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!







#LIGHTSCAMERAACTION



#SHOOTINGTIME



#WORKHARDPARTYHARDER



TRINITY



#ASWISSBRAND

quality.
passion.
you.



#COMETOGETHER

PUBLIC RELATIONS

#TRINITYHAIRCARE

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!

DARE TO BE YOURSELF



GROWING



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 Trend &

Fashion Days in Düsseldorf the visitors were invited to climb a mountain at our booth – not as big as the famous Swiss Matterhorn, but still a challenge. Come and join us at any fair, we will make it an unforgettable experience.

TRAVEL & FAIRS

FAMILY GATHERINGS & FAIRS

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.

THESE DAYS...



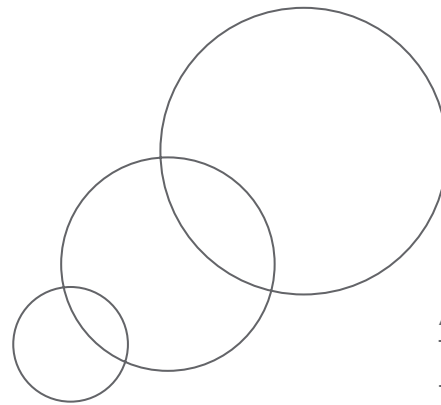


WINNER!

First, it was just an idea. Then the TRINITY Benelux Team gave it a try. And now we want to show it to the world – but we need your help!

We are talking about the TRINITY Trophy, a photo contest for hairdressers. In different categories like Colour, Female Looks, Male Looks and Avantgarde the participants can send their photos to compete against the best hairdressers in their country. The TRINITY Trophy was so far only held in the Benelux countries, but we would like to make it a global TRINITY haircare contest.

TRINITY TROPHY



Are you interested in establishing the TRINITY Trophy in your country? Just talk to us, we will be glad to help you.

THE TRINITY TROPHY

BE

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.

THE BEST

EDUCATION



CAREER



#WEMAKEYOUBETTER



#DOYOURBEST



#TRENDSANDTECHNIQUES



#WORKSHOPS



EDUCATION IS THE KEY



LEARN AND LAUGH



INDIVIDUAL TRAININGS



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, use our online booking system TRINILINK and post your creations using the hashtags #trinityhaircare and #QualityPassionYou

#TRINITYHAIRCARE

LIKE US!



ONLINE & SOCIAL MEDIA



#FACEBOOK #INSTAGRAM #TWITTER

CONNECT



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.

WE TAKE CARE

OUR SERVICES

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,
OF A COMPANY, OF 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.



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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

THAT'S WHY TRINITY HAIRCARE

JOIN THE FAMILY.
NOW.

