



SEDE OPERATIVA
Via A. De Gasperi, 3 - Zona Ind. Mictovoro - 53057 Ercospoliro (AR)
Tel.: +39 0575 730.682
Site: www.gpcosmetics.it - Email: info@gpcosmetics.com
Piva 04776640963

SEDE LEGALE
Via S. Maria, 4 - 51101 Arezzo
C.F. / P.A. 04776640963
Cap. Soc. 30.000,00 Euro
Ist. F.I.A. 88888 7777788
Pagine Gialle n. 3 - 04776640963

MISSION

Since its founding in 2002, G&P Cosmetics Srl's mission has been to research and develop cosmetics for maintaining and coloring beautiful hair which guarantee the highest levels of Quality, Safety, and Innovation, in order to offer clients and consumers the best possible personal care products.

VISION

In the world of cosmetics, hair color and maintenance products require both highly specialized technologies as well as the most sensitive balance between function and effectiveness and the safety and quality of the results. Hair color in particular addresses the needs of an ever-widening audience. In the Western market, this audience is soon projected to include over a third of the population. Within this market, consumers seek products that address different needs: aesthetics and beauty above all, but also creative expression, and sometimes even extravagance. All of these needs revolve around aspects of social life, self-esteem, and feeling good about one's appearance. With an ageing population, not only in the West, and ever-wider social networks, this means that we are operating in one of the most flourishing and promising segments of the cosmetics market, which is destined to continue to grow and affirm values such as: Quality, Reliability, Safety and Function / Results.

VALUES

- **Quality - Capacity for Innovation:**
continuous improvement in all facets of the company, not just R&D.
- **Comprehensive Safety:** protecting and ensuring employee safety and maximum attention to Consumer Protection.
- **Environment - Sustainable Development:** respect for nature, natural resources, and mankind.
- **Ethics:** transparency in financial management and human relations
- **Reliability:** when interacting with Clients, Hair Styling Professionals, and Consumers



G&P Cosmetics Srl aims to

1. Encourage personal and professional development, individual initiatives and creativity, a sense of responsibility and flexibility, in a team-oriented work environment.
2. Promote and boost employee training programs in the form of continued education for long-term personal and professional growth.
3. Guarantee respect for the environment by preventing any form of pollution and protecting Stakeholders.
4. Guaranteeing full compliance with legal regulations, carefully reviewing adherence to these regulations at regular intervals and addressing any deviations with the appropriate actions to eliminate dangers and reduce occupational safety risks.
5. Pursuing continued improvement in terms of quality, thorough/appropriate procedures, and the growth of our services.

Objectives

The company's main objectives concern the satisfaction of our Clients (Distributors, Hair Styling professionals), Consumers, and Stakeholders.

Clients

1. Propose effective, functional products that best target consumer needs as they evolve well as, if applicable, innovative and complementary related services which satisfy implicit and explicit needs among clients, third parties, and professionals, boosting growth and results.
2. Creating products through careful management of resources and raw materials, in accordance with applicable regulations, as well as technical, formulation, and financial requirements.

Employees

3. Support employee development through integration, continuous training, and motivation, and encouraging employees to take an active role in the company's growth.
4. Fostering a collective commitment towards Quality, Safety, and Environment by encouraging daily contributions on the part of each employee, all of whom are aware of their roles, functions, and tasks, towards the constant improvement of the Integrated Management System.
5. Endeavoring to consult and involve workers.

Local Community

6. Consistently monitoring and reducing the company's environmental impact.
7. Promoting, as far as is efficient, increased employment and professional growth.

Suppliers

8. Establishing partnerships and development relationships characterized by constant mutual benefit, in order to improve the industry's ability to create value in new, stable, and sustainable ways.

Shareholders

9. Satisfy the desires and expectations of the Shareholders by meeting profit, results growth, image growth, market recognition vs. Competitors, and innovation objectives in a timely manner while supporting the parent Group's expansion efforts.

Information and Communications

10. Involve workers in initiatives undertaken to reach company goals.
11. Making information concerning Quality, Safety, and Environment available to Stakeholders through appropriate means.

Tools for reaching these objectives

General Management provides solid support and significant impetus for the Quality Policy and is heavily involved on every level and on every front in order to meet the objectives listed above. To do so, it endeavors to continuously raise awareness among Staff in every department and at every level of the company so that all employees are oriented towards and encouraged to participate in the thorough implementation of the Best Practices for Manufacturing.

In addition to the efforts on the part of General Management and intermediate organizational Managers, the following tools will be deployed to form the Integrated Management System for Quality, Safety, and the Environment:

1. Implement and maintain the consistency and efficacy of the Integrated Management System, while continuously improving its performance, in accordance with the stipulations of the following norms: UNI EN ISO 22716, UNI EN ISO 9001, UNI EN ISO 14001, UNI ISO 45001.

Clients

2. Adapting the company's processes and organizational structure in order to deliver products and services which continue to best meet clients' needs, while also providing the appropriate advice and support and consistently monitoring client satisfaction in accordance with applicable regulations.
3. Utilizing internal and external communications tools to improve the flow of information to Employees to guarantee that the Company's analysis, understanding, and response regarding Client requests are timely, complete, satisfactory, and known and understood by all.

Employees

4. Within the company, maintaining and incentivizing a collective commitment towards Quality, Safety, and the Environment through engagement, continued education, and goal setting to improve individual performance.
5. Activating motivational tools and systematic incentives for reaching goals and achieving company objectives.
6. Continuously providing training opportunities for employees with particular emphasis on technology and on themes of GMP, Quality, Security, and Environment.
7. Systematically and thoroughly implementing emergency procedures to ensure the completeness of risk assessments and the study of the most effective responses, developing preventative measures and response plans for potential incidents.

Local Community

8. Developing an efficient human resources management policy in order to increase employment levels and professional development, both quantitatively and qualitatively.
9. Monitoring environmental performance in order to ensure the safety of the Local Community and other Stakeholders.

Suppliers

10. Promoting long-term collaboration and partnership agreements with suppliers, encouraging them to continuously improve to guarantee the quality and up-to-date technical development of the materials provided, as well as the sustainability of the services supplied.

Shareholders

11. Develop production and sales strategies that allow the company to expand, develop, and consolidate product ranges, innovations, and related services, developing and affirming brands, increasing the number and relevancy of Clients, and acquiring new positions in the market.
12. Implementing a system for budgeting and management control in order to be able to measure, analyze, and continuously improve the activities and services of the processes.

Information and Communications

13. Consistently and diligently disseminate the guidelines and the Integrated G&P Policy to all Stakeholders.

Date
07.04.2021

General Management